

Your Program For The Oscar Awards

**TV**  
**GUIDE**

MLP

LOCAL PROGRAM LISTINGS  
WEEK OF MAR. 26-APRIL 1

15c



Gale Gordon  
Eve Arden

# as we see it

Reviewing a television play for a newspaper is a difficult and thankless task. Many of us on the staff of TV GUIDE used to be newspaper critics ourselves, so we know the strain of meeting daily deadlines, of trying to set down an intelligent, fair opinion and then seeing the mail from readers who disagree vehemently, violently and often venomously with what's been said in print.

So we respect and admire the men who write about television for the newspapers. This respect, however, is somewhat lessened for a few critics who have suddenly found it chic to review TV plays that have appeared on Broadway, by comparing the Broadway and television performances.

Is it fair to say "The Guardsman" on television with Claudette Colbert and Franchot Tone wasn't as good as "The Guardsman" on Broadway with Lynn Fontanne and Alfred Lunt? Or that the television performance of "The Philadelphia Story" wasn't up to the Broadway play?

How many of your readers, gentlemen, saw the plays on Broadway? Are they really interested in a Broadway-TV comparison? Are you reviewing a television play or parading your experience, writing to amuse yourself instead of your readers?

Critics certainly have a right to find fault with the writing, the acting or even with the decision to televise the play. But we don't think it's fair to dig into the past history of an entirely different medium to find a basis for criticism.

In our opinion, television plays should be reviewed on their own merits.

## Week of Mar. 26-April 1 LOCAL PROGRAM GUIDE

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**TV  
GUIDE**

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# TV Teletype \*



**NEW YORK** Bob Stahl reports:

After a four-year relationship, the sponsor and the No. 1-rated show in the Nation are parting company. Philip Morris, I Love Lucy's sponsor since the show's debut, will no longer do the honors. General Foods will take over the cigaret company's alternate-week sponsorship . . . Incidentally, while Nielsen ratings continue Lucy in first place, the new American Research Bureau lineup has GROUCHO MARX first, JACKIE GLEASON second, Toast of the Town third, Lucy all the way down in fourth.

\* \* \*

Marking another "first," a TV play has been optioned by Broadway prior to the TV production. HUME CRONIN has paid \$1000 for Broadway rights to "Dominique," an original comedy by ERNEST KINOY scheduled for Studio One . . . GORDON MacRAE stars in "The Desert Song" Saturday, Apr. 9, for a MAX LIEBMAN color "spectacular."

\* \* \*

NBC, pleased that MARY MARTIN's "Peter Pan" drew a bigger audience than either Talent Scouts or I Love Lucy, plans to make the show a yearly holiday treat at Christmas time . . . BETTY FURNESS steps out of her pitchwoman's role for Studio One on Apr. 18, to star in the show's presentation of "Affairs of State."

\* \* \*

LOUIS JOURDAN the hottest prospect to be permanent host for Devil's Theater, upcoming late-night show on ABC. He'd be cast as the devil . . . Change-about: the Library of Congress, to which producers often turn in doing their research, has requested a copy of DAVY CROCKETT's address to Congress from a Disneyland show.

\* \* \*

Omnibus talking over plans to do a full-scale version of "The Iliad," based on the original Homeric epic . . . Omnibus is the first regular show to vacation, taking off after the Sunday, Apr. 10 telecast . . . Ethel and Albert may return as summer replacement for December Bride. PEG LYNCH and ALAN BUNCE would co-star.

\* \* \*

TED MACK, long absent from TV, will be a busy man again soon. A new daytime variety show, Ted Mack's Matinee, starts Monday, Apr. 4 on NBC. TED is also planning Mack's International Show, in which he will spotlight foreign talent. And he still hopes to revive Original Amateur Hour for NBC on Sunday afternoons.

\* \* \*

PAUL GREGORY, legitimate stage producer, planning a TV dramatic series to be titled Paul Gregory Theater . . . JUNE TAYLOR dancers from The Jackie Gleason Show slated for a nationwide tour in the fall. They'll return to New York each Saturday night for their TV stint . . . Appointment with Adventure is the new title of the show that replaces Father Knows Best Sunday, Apr. 3 . . . But Screen Gems, Father's producer, reports the show may be back on the air soon--under a new sponsor.



Gale Gordon: the placid, pipe-smoking hobbyist who, as Principal Conklin, explodes like a geyser on TV.

It is a matter of both fact and sentiment that Gloria Gordon, who for so long played Mrs. O'Reilly on radio's "My Friend Irma," is the mother of Gale Gordon, who still plays Osgood Conklin on both the radio and TV versions of *Our Miss Brooks*. The broadcasting industry can be very clubby.

The point, however, is not so much the clubbiness of broadcasting as the family tree of Gale Gordon. His mother is an actress. His father was a vaudeville performer. His wife



## *Danger! Principal At Work!*

But Gale Gordon, Of 'Our Miss Brooks,' Is A Pipe Smoker At Heart

is an actress. The actors in the family stop here, however—only because Gale has no children.

Gordon himself, in addition to being an actor, is a pipe-smoker. He is also a plumber, a carpenter, a fruit grower, an oil painter, a playwright, a gun collector—and one of the few actors in history to appear in a radio dramatic role without saying a word. He once played the footsteps of the "Unknown Soldier."

Gordon, who has been doing the Osgood Conklin role since its radio inception back in 1948, figures it is just about a character actor's dream. "There is nothing subtle about Osgood," he says contentedly. "No nuances. Just a lot of very satisfying acid, bluster and bellowing, with an occasional weak moment of cordiality

thrown in for leavening. It is practically impossible to overplay him. Even when he's being cordial, he's like an elephant trying to waltz."

Just how well Gordon has established the Conklin character came out during a recent trip through New Jersey. At a small country store, presided over by a little old woman, he was introduced as the man who played Osgood Conklin in *Our Miss Brooks*. The little old woman, who had never before been so close to a celebrity, peered at him intently. "Why," she said in surprise, "he's just like a human being!"

Aside from the fact that he is quite possibly the most accomplished bellowing in Hollywood, Gordon is the personification of normality, with no more than a surface **continued**

## Conklin's Voice Was His Fortune

resemblance to Eve Arden's nemesis. An actor for 30 years, he is the most solid of solid citizens.

Gordon, whose deep, cultured tones are the envy of his profession, was at one time the highest paid radio actor in Hollywood. That was in 1933 when he was demanding—and getting—\$15 a week for playing in "English Coronets." Two years later every radio actor in town was auditioned for the lead opposite Mary Pickford



Radio stars: Dick Crenna, Eve Arden and Gale Gordon when *Miss Brooks* was only a radio show.

in her own show. One of the finalists, Hanley Stafford, went on to become the most hapless father in radio history, opposite (if that's the word) Baby Snooks. The other, who won the role, was Gordon. It paid him \$100 a week and made him practically royalty. Thereafter, he hit just about every big-time show on radio. He was Barbara Whiting's father on "Junior Miss," Lucille Ball's boss on "My Favorite Husband," the mayor for 12 years on "Fibber McGee and Molly" and, for seven years, Irene

Rich's leading man on "Dear John."

Gordon was born 50 years ago in New York City but spent virtually all of his first eight years in England. The following nine years he spent in New York City schools, hating every minute of it because it apparently took him that long to get over the fact that in New York one did not wear short trousers in grade school. The little New Yorkers threw stones at him when he first appeared in his correct English garb, and the impression lasted a good deal longer than the black and blue marks.

"The character of Osgood Conklin," he says darkly, "was not only born but pickled in vinegar during those nine years. I hated school, from the principal on down."

Not until he returned to England at 18 did Gordon begin to like school. It was there, too, that he picked up his flawless diction, which John Barrymore once said was the best of anyone on the stage, radio or screen.

Like most accomplished if unsung radio actors, Gordon is an expert dialectician. It may come as a shock to the younger fans of *Our Miss Brooks*

to learn that Mr. Conklin once played the fabulous Texas millionaire, drawl and all, on the Burns and Allen radio show, and Inspector Lestrade, complete with Cockney overtones, on "Sherlock Holmes" with Basil Rathbone. On one particularly low-budgeted "Gangbusters" episode in the old radio days, he played the weak-kneed killer, the cop who arrested him and "the siren that presaged the advent of the cop."

A man like that just has to be a success.

by Earl Wilson



## Jack Benny Makes A Waiter Sad; Kate Smith Meets An Old Friend

**NEW YORK . . .** A waiter in a Broadway restaurant was irked when Jack Benny dropped in recently. Four people who were about to leave changed their minds, and one girl in the party telephoned a friend in Brooklyn, "Hurry on over and join us; you can watch Jack Benny eat!" The girl hurried—and made it in 40 minutes, just in time to see Benny finish his dessert. And all that time the waiter had been stuck with a table of non-buying customers.

■ For more than 30 years Kate Smith lost track of Jack Hurdle, an old schoolmate at the Chester A. Arthur Grammar School, in Washington, D.C. Then came Kate's guest spot with Jackie Gleason—and a reunion. Hurdle is producer of the Gleason show.

■ Girl talk: Jaye P. Morgan's manager, Bullets Durgom, made a deal for her with Robert Q. Lewis. There was some delay by Lewis in signing . . . and the next thing Robert Q. knew, Miss Morgan was a national hit, ready to go out on her own—and not so eager to sign . . . TV veteran Kim Stanley is now Broadway's toast in "Bus Stop." Hollywood wants her, but wonders whether she considers herself comedienne or tragedienne. "Both," says Kim. "I'm an actress."

■ Walt Disney's knack for taking the play away from competing attrac-

tions isn't limited to TV. His friends tell about the miniature railroad he built for the entertainment of his daughter, Diane Marie, and her friends. It enchanted them all as children. But when Diane Marie and her friends grew older, they asked Disney not to run the railroad any more on Saturdays and Sundays. "When our boy friends come over," the girls complained, "they don't pay any attention to us—they only want to play with the railroad."



Jaye P. Morgan: zooming.

■ Joey Adams is exhibiting this wire he received after playing a far-from-sympathetic straight role on NBC's *Television Playhouse*: "You were such a wonderful heel that I think you should play a heel all the time. I hate to say this, but it seemed like perfect casting." . . . Steve Allen's crew call him "Steve-o." They say he's actually very shy, and that the secret of his "being different" is the youthfulness around him—"We don't have a lot of cranky old guys with ulcers who don't want to do something because it's never been done before!"

■ Red Buttons, who admits he grew up drinking seltzer ("two cents plain"), is now a fancier of French wines and has become a connoisseur. "Pronounced 'common sewer!'" shouts his friend, comedian Jack E. Leonard.

# Hope...And The Hopefuls

'Oscar Night' Means Drama For Stars And TV Viewers

On Wednesday, Mar. 30, for the third straight year, Hollywood's Academy Award ceremonies will be televised on NBC, with Bob Hope doing a repeat engagement as emcee. Hoping to share the Pantages Theater stage with Hope that evening are the 10 stars nominated for "best performance" Oscars—actresses Dorothy Dandridge, Judy Garland, Audrey Hepburn, Grace Kelly and Jane Wyman; and actors Humphrey Bogart, Marlon Brando, Bing Crosby, James Mason and Dan O'Herlihy. Only two will be chosen—and the favorites, at press time, were the four players pictured on these pages.

*For complete details of Oscar telecast, see program section.*



Sentimental favorite for Oscar (which Bob Hope holds) is Judy Garland, for role in 'A Star Is Born.'







Grace Kelly, Bing Crosby in 'The Country Girl.'



Marlon Brando in 'On the Waterfront.'



# He's His Own Best Customer

For more than 20 years now—on radio first and then on TV—Ed Herlihy has been bending ears for a living.

As an announcer of commercials—he'd rather you called him a "salesman"—Ed quite possibly is without a peer. And if he does have a peer, the fellow must have a sensational digestive tract. For the fact is that in order to achieve and maintain a high position among—uh—"salesmen," Herlihy has had to take an awful lot of gastric punishment down through the years. At a conservative estimate, he has plugged 700 products on the air and, loyal to his sponsors, he has manfully tested every one.

This means that for 20 years Ed has been stuffing himself with process cheeses, peanut butter, packaged prunes, canned soup, ripe olives, fruit salad, deviled ham, spaghetti sauce and frankfurters, washed down with a Niagara of beer, club soda, prune juice, sarsaparilla and root beer. As a result, he now weighs more than 200 pounds.

But Ed's loyalty to the products he plugs by no means stops at his stomach. The kitchen of his Long Island home is a trophy room of refrigerators, dishwashers, dryers, mixers, pop-up toasters, waffle irons, vacuum cleaners and rotisseries. He has a crate of shoe polish (reminder of a bygone sponsor) in a hall closet and an atticful of hats, suits, ties and salted walnuts—arranged on shelves

in neat and dusty tribute to the sponsors of other years.

Ed's present sponsors are Colgate (*Comedy Hour*); French's Mustard; (*The World of Mr. Sweeney*); Horn



Ed Herlihy, a veteran announcer ▶  
—salesman, that is—first sells himself on the sponsor's products.

## Ed Herlihy Goes For The Products He Sells On TV

& Hardart Automats, Hoffman Beverages and Loft Candy Shops (who back his Sunday *Children's Hour*.) As loyal as ever, he brushes his teeth twice a day with Colgate, applies French's Mustard liberally to everything but his breakfast food and Loft chocolates, eats regularly at the Automat and drinks ginger ale until he rumbles like Grand Coulee.

"I'm a salesman," says Ed with simple modesty, "and I always believe in the products I sell."

Herlihy has failed to sample only two of these products. "In early radio," he says, "two of my sponsors were Venida Hair-Nets and All-Granite Tombstones."

One of Herlihy's most remarkable records was established during the eight years he plugged Kraft cheese on *Kraft Theater*. In those years, he estimates, he personally put away more processed cheddar than any other three men in America.

"As a result, I developed a voice with tremendous cheese appeal," he recounts. "Why, I used to make them so hungry for cheese that they'd often get up and dash for the icebox without looking at the rest of the show."

So substantial was Herlihy's cheese appeal that Kraft recently insisted that Ed drop all his other accounts and sell cheese exclusively. But Ed refused to put all his eggs in one basket, or—should we say?—limit his diet to cheese, and bowed out.

Born in Dorchester, Mass., Herlihy went to work at Radio Station WEEI in Boston and joined NBC in New York in 1935. In radio, he bent ears with Tallullah Bankhead, Glenn Mil-

ler, Tommy Dorsey, Fred Allen, Bob Hope and Jack Benny, and plugged banks, tires, hats, bread, hot dogs, milk, coffee, gasoline, diamonds, vacuum cleaners, men's suits, grape juice, motor (and olive) oil, kitchen equipment, tombstones and hairnets. Then came TV—and Herlihy really opened up.

He most definitely does not subscribe to the currently popular theory that the old commercial announcers are on their way out of TV. Nor does he believe that movie actors and masters of ceremony will handle most of the commercials in the future, although on *Max Liebman Presents* Ed himself was introduced by movie-and-TV-star Lee Bowman.

"On TV," he says, "the old announcers must learn to change their techniques. You just can't make long speeches, larded with stentorian phrases, on TV. In this medium you have got to be friendly and believable. You have to be the fellow next door. You have to be a salesman."

"When I'm selling, I try to address myself to a few people. If I begin to think of the vast TV audiences, I find I'm inclined to make a speech. What I'm actually selling, I've discovered, is myself. If people like me, they're gonna be more inclined to buy the product I'm trying to put across. The way I see it, a salesman can be accepted or rejected before he ever mentions his product."

"And," says Ed, reaching for his tube of Colgate's and glancing affectionately at a large box of Loft's candy, "you can't *really* sell a product unless you like to use it yourself."

# Who Said 'Ugly' Duckling?

By Josephine McCarthy

Roast Long Island duckling is an appropriate dish for practically any festive occasion, and can be served tastefully as well as economically. By

following these few simple culinary instructions, anyone can transform the perennial

"ugly duckling" into a dish fit for a king. And with zestful flavor of tangerine added, it becomes a banquet.

*Something for the Girls*

## Roast Long Island Duckling

Prepare two ducklings for roasting. Stuff or not, as desired. Pin neck skin back with small skewer and close vent by lacing string around small skewers inserted from side to side. Roast on rack in shallow pan in slow oven 325°F, until tender . . . one-and-a-half to two hours for moderately done, another hour for well done. Brush ducklings with  $\frac{1}{4}$  cup honey 30 minutes before removing from oven. Serve with baked tangerines and tangerine sauce. Serves eight.

## Tangerine Sauce

Melt 2 T. butter in saucepan. Add 3 T. minced onion, cook two minutes, stirring. Add 6-oz. can frozen tangerine juice, 2 c. water and 1 T. lemon juice. Bring to boil. Drain 3-oz. can sliced mushrooms, then combine broth with 3 T. cornstarch, 1 t. salt, 1 t. ginger,  $\frac{1}{8}$  t. marjoram and add to boiling juice. Bring to boil again, stirring constantly. Add drained mushrooms and remove from heat.

## Baked Tangerines

Make eight vertical cuts in skin of eight tangerines, from the blossom end to about one inch from bottom; pull peel down, turn points in. Remove white membrane. Loosen sections at center and pull apart slightly; place in shallow baking dish. Fill each center with 1 T. orange marmalade and 1 t. butter. Sprinkle with 3 T. sugar. Pour 1 c. orange juice over all. Place a maraschino cherry in centers. Bake in a moderate oven, 350°F, 30 minutes, basting occasionally.



◀ Miss McCarthy is telecast over WRCA-TV, New York.



# Chicago Dateline

**Channel Chatter:** Bouncin' Bert Parks, a recent visitor to Chicago, revealed plans to stage his *Break the Bank* quizzer here sometime in April.

At this writing, Chicago is on the verge of losing another network TV show to New York. A Gotham ad agency has taken over control of Tommy Bartlett's *Welcome Travelers* CBS-TV show which has done so much to publicize the Windy City. The agency believes a move to New York will bolster ratings. Moreover, host Bartlett, announcer Bob Cunningham and others of the *Travelers* crew may be replaced.



Bartlett



Jackson

Sponsors were landed for both of the new Mahalia Jackson WBBM-TV programs a week before they were launched. The famed Chicago gospel singer is heading up lively songfests on Thursday and Sunday nights.

Ken Nordine, whose jazz concert narrations are a new WBBM-TV feature, is excited as the release date of his first record approaches. The disc features his reading of the Balzac thriller, "Passion in the Desert." Ken's also booked for an Art Institute lecture Apr. 4. Title: "What to Read and How to Do It."

The popular tot fantasy, *Garfield Goose and Friend*, migrates from WBKB to WGN-TV Monday. "Friend" Frazier Thomas switched, it's rumored, because he feared *Garfield* would be pre-empted by Walt Disney's new show next fall.

Ex-Chicago crooner Johnny Desmond, the latest singer to use a TV tie-in with a new record, hit the jackpot. Sales of his disc, "Play Me Hearts and Flowers," soared past the 100,000 mark just days after Johnny introduced it on *TV Playhouse*.

**Advance Tips on Shows:** Watch for Jack Drees and June Meyers to introduce their new chit-chat and interview show on WBKB Apr 5. It's slated for the 5:30 P.M. period. *Jungle Adventure* and an Austin Kiplinger newscast will be erased.

## channels listed in program section

2	<b>WBBM-TV</b>	(CBS) 410 N. Michigan Ave., Chicago	Whitehall 4-6000
5	<b>WNBQ</b>	(NBC) Merchandise Mart, Chicago	Superior 7-8300
7	<b>WBKB</b>	(ABC) 20 N. Wacker Dr., Chicago	ANdover 3-0800
9	<b>WGN-TV</b>	(Du Mont) 441 N. Michigan Ave., Chicago	Superior 7-0100
4	<b>WTMJ-TV</b>	(NBC) 720 Capitol Dr., Milwaukee	BRoadway 1-6000

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For fuller details of each movie, see the regular program listing.

## SATURDAY, MARCH 26

- 10:30 A.M. 9 "WESTERN JUSTICE"  
 11:00 A.M. 5 "SWAMP FIRE"  
 (Western) Johnny Weismuller.  
 12:00 Noon 9 "NEAR TRAIL'S END"  
 (Western) Bob Steele.  
 1:00 P.M. 7 "LAST OF THE MOHICANS"  
 (Drama) Randolph Scott.  
 1:00 P.M. 9 "KENTUCKY JUBILEE"  
 (Comedy) Jerry Colonna, Jean Porter.  
 2:00 P.M. 5 "BRAND OF THE DEVIL"  
 (Western) Dave O'Brien.  
 2:00 P.M. 9 "GUNFIRE"  
 (Western) Frank James, Don Barry.  
 2:30 P.M. 2 "LIGHTNING STRIKES WEST"  
 (Western) Ken Maynard, Robert Terry.  
 3:00 P.M. 9 "GOLDEN GLOVES STORY"  
 (Drama) James Dunn.  
 3:30 P.M. 2 "LADY AND THE MONSTER"  
 (Mystery) Richard Arlen.  
 4:00 P.M. 9 "OVERLAND TRAILS"  
 (Western) Johnny Mack Brown, Ray Hatton.  
 5:00 P.M. 9 "TRIGGERMAN"  
 (Western) Johnny Mack Brown, Ray Hatton.  
 6:00 P.M. 9 "LION'S DEN"  
 (Western) Tim McCoy, Joan Woodbury.  
 7:00 P.M. 9 "YEARS BETWEEN"  
 (Drama) Michael Redgrave.  
 9:30 P.M. 4 "THE SCAR"  
 (Drama) Paul Henreid, Joan Bennett.  
 10:00 P.M. 7 "I KILLED GERONIMO"  
 (Adventure) James Ellison, Virginia Herrick.  
 11:00 P.M. 9 "CHARLIE CHAN AT TREASURE ISLAND"  
 (Mystery) Sidney Toler.  
 11:30 P.M. 7 "I'M YOU" and "ONE NIGHT STAND"  
 (Double Feature) Dave Willock and George Macready.  
 12:00 Mid. 2 "CHAMPAGNE FOR CAESAR"  
 (Comedy) Ronald Colman, Celeste Holm.  
 12:00 Mid. 5 "TORNADO"  
 (Drama) Chester Morris, Nancy Kelly.  
 12:05 A.M. 4 "NAVY BLUES"  
 (Comedy) Dick Purcell, Mary Brian.

## SUNDAY, MARCH 27

- 9:00 A.M. 9 "AS YOU WERE"  
 (Comedy) Joe Sawyer, William Tracy.  
 9:30 A.M. 7 "WYOMING WHIRLWIND"  
 (Western) Lane Chandler, Yakima Canutt.  
 10:00 A.M. 7 "SPOOKS RUN WILD"  
 (Comedy) East Side Kids.  
 10:00 A.M. 9 "FENCE RIDERS"  
 (Western) Andy Clyde, Whip Wilson.  
 10:30 A.M. 2 "STRANGERS IN THE NIGHT"  
 (Drama) Virginia Grey, Bill Terry.  
 11:00 A.M. 9 "HONG KONG NIGHTS"  
 (Drama) Tom Keene, Vera Engles.  
 11:30 A.M. 5 "MARK OF THE LASH"  
 (Western) Jack La Rue.

- 12:00 Noon 9 "CARAVANS WEST"  
 (Western) Randolph Scott, Gail Patrick.  
 1:00 P.M. 9 "YANKS AHoy"  
 (Comedy) William Tracy, Joe Sawyer.  
 2:00 P.M. 9 "THREE IS A FAMILY"  
 (Comedy) Marjorie Reynolds.  
 4:00 P.M. 9 "CAPTAIN SIROCCO"  
 (Drama) Louis Hayward, Binnie Barnes.  
 5:00 P.M. 9 "CAPTAIN FURY"  
 (Adventure) Brian Aherne, Paul Lukas.  
 6:00 P.M. 9 "CALL OF THE KLONDIKE"  
 (Drama) Kirby Grant, Chinook.  
 10:00 P.M. 7 "GOING SPANISH"  
 10:00 P.M. 9 "LET'S LIVE A LITTLE"  
 (Comedy) Hedy Lamarr, Robert Cummings.  
 11:00 P.M. 5 "ROARING MOUNTAIN"  
 (Drama) George O'Brien, Barbara Fritchie.  
 11:15 P.M. 2 "THE MADAME GAMBLES"  
 (Drama) Garry Marsh, Richard Hearne.  
 11:35 P.M. 4 "CATMAN OF PARIS"  
 (Drama) Carl Esmond, Lenore Aubert.  
 11:45 P.M. 7 "INTRIGUE"  
 (Mystery) George Raft, June Havoc.

## MONDAY, MARCH 28

- 3:00 P.M. 9 "BACK TRAIL"  
 (Western) Johnny Mack Brown, Ray Hatton.  
 10:00 P.M. 9 "THE FLAME"  
 11:30 P.M. 2 "JEEPERS CREEPERS"  
 (Comedy) Roy Rogers, Thurston Hall.  
 12:00 Mid. 5 "MAKE A WISH"  
 (Comedy) Bobby Breen, Basil Rathbone.  
 12:00 Mid. 7 "SPOOKS RUN WILD"  
 (Comedy) East Side Kids.

## TUESDAY, MARCH 29

- 3:05 P.M. 9 "LEAVE IT TO THE MARINES"  
 (Comedy) Sid Melton, Mara Lynn.  
 10:00 P.M. 9 "NEXT OF KIN"  
 (Drama) Nova Pilbeam, Mervyn Johns.  
 11:30 P.M. 2 "OLD HOMESTEAD"  
 (Comedy) Anne Jeffreys.  
 12:00 Mid. 5 "THE RENEGADE"  
 (Western) Buster Crabbe.  
 12:00 Mid. 7 "WHO GOES THERE?"  
 (Mystery) Peggy Cummins, Nigel Patrick.

## WEDNESDAY, MARCH 30

- 3:00 P.M. 9 "WIFE OF GENERAL LING"  
 (Mystery) Griffith Jones.  
 10:00 P.M. 9 "NIGHT WON'T TALK"  
 11:30 P.M. 2 "WANTED FOR MURDER"  
 (Mystery) Eric Portman.  
 12:00 Mid. 5 "SEA RACKETEERS"  
 (Adventure) Weldon Heyburn.

(Continued on page A-5)

# CHICAGO LANDMARK FOR LOOKING AND LISTENING

...A Display Salon

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COME IN ANY DAY! THERE'S NO PLACE LIKE IT IN THE WORLD!

On the ground floor of 333 North Michigan Avenue (just north of the loop) is Zenith's Display Salon where no sales are made. It is the only place in Chicago where you can see, touch and play every single one of Zenith's 166 models: radios, television sets and high fidelity phonographs. You are cordially invited to visit these attractive lounges and listening rooms as frequently as you wish.

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# TV Programs

For Week Beginning March 26th, 1955

## SATURDAY MORNING

7:50 **2** Today's Thoughts

7:55 **2** News in Brief

8:00 **2** Rayner Shine—Variety

**5** American Inventory

8:30 **5** Kids' Holiday—Ned Locke

8:55 **2** News in Brief

9:00 **2** Now and Then—Education

**5** **4** Pinky Lee—Kids

**9** This Is the Life—Religion

"The Gossip Peddler." A mink coat plus gossip nearly adds up to tragedy.

9:30 **2** True Picture—Review

**5** **4** Paul Winchell Show

Milton DeLugg pays the penalty when he is late for today's meeting of the Jerry Mahaney Club. He's made to feel a bit better when Paul and Mary Ellen Terry join him in the singing of "Orange Colored Sky." DeLugg is the author of the song. In study period, Knucklehead Smiff learns from Irving the scholarly mouse "where ail comes from."

**9** Quiet Riot—Buddy Black

Camedy movies for the youngsters.

10:00 **2** Winky Dink and You

Jack rides in a hawdah atop the elephant that the kids have drawn. A picture of Winky comes to life from a photograph album and dances to "The Winky Dink Theme." Chapter four in the adventures of Winky and Dusty Dan on the saboteur's trail.

**4** Smilin' Ed's Gang—Kids

"Little Boy Who Couldn't Talk." The story of Pepita, a little Mexican boy.

**5** Funny Boners—Kids

**7** Lucky 7 Ranch—Western

"Phantom Pass." Tale of the West.

**9** Let's Cook—Tips

Miss Alma Lack demonstrates how easily a meal can be prepared. The menu: fried chicken, whipped potatoes, green beans with almonds, tomato wedges, strawberry sundae, and milk.

10:30 **2** Capt. Midnight—Adventure

"Death Below Zero." A dog poisoned by some bad hamburger leads Midnight, Tut and Ikky on the trail of bank robbers. Richard Webb, Sid Melton, Olan Saule, David Calmans. (Film)

**5** **4** Corbett, Space Cadet

"Terror in Space." Astra is sucked out into space when he attempts to repair the hull of the spaceship. Tam and T.J. Thistle must rescue him and calm his fears. Tam Corbett; Frankie Thomas. Astra: Al Markim. T.J. Thistle: Jack Grimes.

**7** Scrub Club—Kids

Claude Kirchner and "Scrubby."

**9** MOVIE—Western

"Western Justice." Full length feature.

11:00 **2** Big Top—Circus Fun

Ringmaster Jack Sterling introduces.  
Bareback riders .....Bastocks (Italy)  
Aerialists .....Aeria-stylites  
Knife throwers .....Ortans  
Dog act .....Walcatts  
Teeterboard act .....Lang Traupe  
Funny Scot .....Laddie Lamant

**4** What's New in the Kitchen

Guest: Mrs. Fran McLaughlin with a story about Easter eggs.

**5** MOVIE—Western

"Swamp Fire." (1946) A Navy pilot is helped by his buddies to regain his confidence. Jahny Weismuller stars.



## MOVIE GUIDE

(Continued from page A-2)

12:00 Mid. 7 "THE TUNNEL and "CHILD IN THE HOUSE" (Double Feature) Dickie Leroy and Frances Dee.

### THURSDAY, MARCH 31

3:00 P.M. 9 "CHUMP AT OXFORD"  
(Comedy) Laurel and Hardy.  
10:00 P.M. 9 "GLAMOROUS NIGHTS"  
(Drama) Mary Ellis, Otto Kruger.  
11:30 P.M. 2 "SWORD OF D'ARTAGNAN"  
(Drama) Robert Clarke.  
12:00 Mid. 5 "MAN IN BLACK"  
(Drama) Valentine Dvall, Betty Ann Davis.  
12:00 Mid. 7 "CROW HOLLOW"  
(Mystery) Natasha Parry, Donald Houston.

### FRIDAY, APRIL 1

3:00 P.M. 9 "BLOCKHEADS"  
(Comedy) Laurel and Hardy.  
10:00 P.M. 9 "SECRET COMMAND"  
(Drama) Pat O'Brien.  
12:00 Mid. 5 "A MAN BETRAYED"  
(Drama) Kay Hughes, Eddie Nugent.  
12:05 A.M. 4 "TERROR BY NIGHT"  
(Drama) Basil Rathbone.

## TV Sports GUIDE

(For details, see daily program listings.)

### SATURDAY, MARCH 26

2:00 P.M. (4) NBA Basketball  
3:00 P.M. 7 Main Event Wrestling  
8:30 P.M. 7 Relay Races  
8:30 P.M. 9 Wrestling—Marigold  
11:00 P.M. 5 Championship Bowling

### SUNDAY, MARCH 27

7:00 P.M. 7 Main Event Wrestling

### MONDAY, MARCH 28

7:00 P.M. 9 Championship Bowling  
8:00 P.M. 9 Boxing—New York City  
8:30 P.M. 7 Boxing—Eastern Parkway

### TUESDAY, MARCH 29

10:30 P.M. 5 Championship Bowling

### WEDNESDAY, MARCH 30

9:00 P.M. 2 Boxing—San Francisco  
9:45 P.M. 2 Red Barber's Corner

### THURSDAY, MARCH 31

10:30 P.M. 7 The Big Fight

### FRIDAY, APRIL 1

9:00 P.M. 5 (4) Boxing—Syracuse

### 7 Pep Rally—Variety

Kenny Bowers with music and fun.

### 11:30 9 Adventures of Danny Dee

Danny Dee and his sister Debby appear, from the drawing board of Ray Daty.

### 11:45 4 Let's Look at the News

## AFTERNOON

### 12:00 2 Lone Ranger—Western

"Billie the Great." The Lone Ranger learns that a gang of outlaws plans to rob a safe containing the town's cash. Clayton Moore stars as the Lone Ranger, Joy Silverheels as Tonta. (Film)

### 4 Mr. Wizard—Science

Mr. Wizard (Don Herbert) explains the magic of science in everyday living.

### 5 Animal Caretime—Kids

### 7 Hi Club—Ed Allen

Ed Allen emcees teen-age variety show, discusses teen topics. Each week Ed salutes a Chicagoland school and the school's newspaper editor. Guests invited. Write WBKB for tickets.

### 9 MOVIE—Western

"Near Trail's End." Bob Steele.

### 12:30 2 Uncle Johnny Coons Show

Uncle Johnny is dressed in Army garb as he introduces a 1926 comedy about a pretty Red Cross girl and the soldier she is assigned to drive across the battlefield. Johnny appears in a sketch as a soldier guarding the general's tent. A call for patrol volunteers brings farth Hay, the horse, the Trick Camera and George, the dummy.

### 4 Hot Shot Revue—Music

### 5 Public Service Films

### 7 Ramar of the Jungle

"Burning Barrier." A friendly jungle tribe is suffering from an epidemic. Romor saves the tribe. Jon Holl. (Film)

### 1:00 2 Ray Rayner—Music

### 7 MOVIE—Drama

"Last of the Mohicans." (1936) A Mohican is in love with the daughter of an Englishman. Randolph Scott stars.

**9 MOVIE—Comedy**

"Kentucky Jubilee." (1951) A film director is captured by thugs. Jerry Calanna.

**1:30 4 Education on Parade**

Marquette University presents the second program in the series.

**1:45 5 Sports for the Family****2:00 2 Choose Your Career**

A panel of faad engineers discuss their career with Fahey Flynn.

**4 NBA Basketball—Sport**

National Basketball Association play-off game. Lindsey Nelson reports.

**5 MOVIE—Western**

"Brand of the Devil." Dave O'Brien.

**9 MOVIE—Western**

"Gunfire." (1950) A desperada impersonates Frank James. Dan Barry stars.

**2:30 2 MOVIE—Western**

"Lightning Strikes West." Ken Maynard sets out on the trail of an escaped prisoner. Robert Terry.

**7 Home Buyer's Guide—Tips****2:45 7 Focal Point—Shorts****3:00 7 Main Event Wrestling****9 MOVIE—Drama**

"Galden Gloves Story." (1950) Men attempt to gain boxing fame in the Galden Gloves tournament. James Dunn stars.

**3:30 2 MOVIE—Mystery**

"Lady and the Monster." (1944) (Chga. TV Debut) A scientist tries to keep a brain alive after death. Richard Arlen.

**5 MOVIE—To Be Announced****4:00 4 Buffalo Bill, Jr.—Western**

"The Fight for Geranimo." Dick Janes.

**7 Smilin' Ed McConnell—Kids****9 MOVIE—Western**

"Overland Trails." (1948) A man tracks down his father's killers. Johnny Mack Brown, Raymond Hattan.

**4:30 4 Lone Ranger—Western****7 Buffalo Bill, Jr.—Western**

"The Fight for Geranimo." A plot to free Geranimo as he is being transferred to a federal prison, is foiled with the help of young Calamity and her Marse Cade. Dick Janes, Nancy Gilbert.

**4:45 5 Hobby Time—Crafts****5:00 2 Operation New Horizon**

"An Opera in the Making," is a look into Roosevelt University's opera workshop. Excerpts presented from: Puccini's "Sister Angelica," Verdi's "Falstaff," and Strauss' "Die Fledermaus."

**4 Kit Carson—Western**

"Na Man's Law." Kit tracks down gangsters hijacking shipments of repeater rifles.

**5 Cowboy G-Men—Adventure**

"Hang the Jury." Pat and Stanley find corruption in the courts of a small western frontier town. Jackie Coogan, Russell Hayden. (Film)

**7 Superman—Adventure**

"Stolen Costume." Superman's identity is in danger of being revealed when a thief finds his costume. George Reeves.

**9 MOVIE—Western**

"Triggerman." (1948) A detective poses as a ranch hand to track down robbers. Johnny Mack Brown, Raymond Hattan.

**5:30 2 Theater at Dusk—Drama**

*I'm the Law:* "Juvenile Murder Story." A young boy and his mother each confess to the murder of the boy's stepfather. George Raft.

**4 Cisco Kid—Western****5 Hopalong Cassidy**

"Double Trouble." Happy finds out that a man's best friend isn't necessarily his knife. William Boyd. (Film)

**7 Rocky Jones, Space Ranger****EVENING****6:00 2 Gene Autry—Western**

"Boats and Ballads." As sheriff of a rough western town, Gene is in the middle of a bitter mayoralty campaign. (Film)

**4 Weather—Bill Carlsen****5 Abbott & Costello—Comedy****7 Dangerous Assignment**

"The Bhandara Story." An American salesman in India is convicted for distributing revolutionary pamphlets. Steve is sent to investigate. Brian Danlevy.

**9 MOVIE—Western**

"Lion's Den." (1936) A night-club per-

former smashes a gang of marauders. Tim McCoy, Joon Woodbury.

**6:05** (4) **Sports—Lloyd Pettit**

**6:20** (4) **Let's Look at the News**

**6:30** (2) **Beat the Clock—Games**

Emcee Bud Collyer, assisted by Roxanne, is on hand to help contestants beat the studio clock for prizes.

(5) (4) **Horace Heidt—Variety**

Moestro Heidt has brought his show wagon down to Durham, N. C. His special guest is comedian Lorry Starch. Also on the program are local entertainers in the national TV spotlight for the first time and members of the regular show wagon troupe. (Durham, N.C.) The show is reviewed in next week's TV GUIDE.

(7) **Hollywood Detective**

"The Witness." Steve Randall is forced to trap a murderer with a squeaky shoe in a hospital room. Melynn Douglas.

**7:00** (2) **JACKIE GLEASON—Comedy**

The great day has arrived! The Kromden family acquires a baby for adoption. Ralph Kromden: Jackie Gleason. Alice Kramden: Audrey Meadows. Ed Norton: Art Corney. Trixie Norton: Jayce Rondolph. Plus the June Taylor dancers and the Ray Bloch Orchestra making music. A two-page picture story in next week's TV GUIDE showing Jackie's birthday party at Toots Shor. Star of the evening turned out to be Marilyn Monroe.

(5) (4) **MICKEY ROONEY**

Mrs. Mulligan tries vainly to impress a visiting socialite while Mickey is using a hammer for toy repairs and Mr. Mulligan is rehearsing his precinct close-harmony quartet. (Film)

Cost

Mickey Mulligan .....Mickey Rooney  
Mrs. Symington .....Goil Bonney  
Joe Mulligan .....Regis Toomey  
Nell Mulligan .....Claire Corleton

(7) **SPORTS FINAL—Duggan**

(9) **MOVIE—Drama**

"Years Between." (English; 1947) The wife of an Army officer falls in love with a former. Michael Redgrave stars.

**7:30** (5) (4) **THIS IS HOLLYWOOD**

"Mather Dodd Comes to Town." Queenie must've had some idea of the way things would turn out when Hubie's mother arrived in Hollywood riding a bicycle bearing a sign, "Colifornio or Bust!" Mitzi Green, Ellen Corby, Gardan Jones, Virginia Gibson, Jimmy Lydon. (Film)

(7) **TROUBLE WITH FATHER**

"Burglar Alarm." Stu and June Erwin.

**8:00** (2) **TWO FOR THE MONEY**

Hoosier wit Herb Shriner asks the questions as contestants try to build up cash. Dr. Mason Gross is answer judge.

(5) (4) **IMOGENE COCA**

It's another episode in the trials and tribulations of the newlyweds. Imogene ca-stars with Hal March. Bibi Osterwald and David Burns are featured as the couple next door.

(7) **PLAYHOUSE—Drama**

**8:30** (2) **MY FAVORITE HUSBAND**

George and his pals decide to go duck hunting, and everyone but lucky Mr. Cooper has to "bribe" his wife for the privilege. George's luck changes when Liz learns what she's missing by being generous. Jaan Caulfield, Barry Nelson, Bob Sweeney and Alix Taltan. (Film)

(5) (4) **DONALD O'CONNOR**

Donald indulges in some dreams of campus life when he learns he's been elected an honorary member of Alpha Kappa Gamma. (Film)

(7) **RELAY RACES**

**SPECIAL** One-and-a-half hour pickup of track and field events from Chicago Stadium. Among the top competitors expected to compete are: Miler Wes Santee, middle-distance runner Mal Whitfield, hurdler Horison Dillard, pole vaulter Bob Richards. Highlights will be "The Bankers' Mile," with Santee attempting to crack Gil Dodds' meet record of 4:06.04. Jack Drees announces.

(9) **WRESTLING—Marigold**

Jock Brickhouse reports the matches.

1. Al Szasz vs. Mitch Lossen
2. Mitsu Arakawa vs. Rudy Koy

Continued on page A-8

*Marshall Field & Company*

invites you  
to see—

**the CHICAGO  
DAILY NEWS  
RELAYS**

direct from  
The Chicago Stadium

Saturday, March 26

*Two and a half hours of thrilling  
track and field events beginning at*

8:30 PM

WBKB, Channel 7

The country's top stars are out to  
break records in events like these:

The Bankers' Mile

Pole Vault

Champion-of-Champions Mile  
Relay

60-Yard High Hurdles

3. Tor Yamoto vs. Red Bostien  
4. Tog Match: Swenson and Engstrom vs. Nielson and Lisowski.  
5. Main Event: Moochy vs. O'Connor

**9:00 2 PROFESSIONAL FATHER**

Dr. Wilson's ability as a child psychologist is put to the test when his children come to believe he doesn't love them. Steve Dunne. (Film)

**5 4 GEORGE GOBEL**

The little man with the long pauses and the short hair advertises for a private secretary to answer his fan mail. George is quite impressed with the power of advertising when three beautiful girls apply for the position. The starlets are: Moro Cordoy, Leigh Snowden and Doni Croyne. Songstress Peggy King and orchestra leader John Scott Trotter provide the musical interludes. (Hollywood)

**9:30 2 WILLY—Comedy**

Willy hires an Irish youngster to play Hansel in a benefit production of "Hansel and Gretel." Complications develop when she discovers that her actor is a fine boy—30 years young! Willy: June Havoc. The Irish actor: Michael Emmet. Jone Darwell is featured. This is the final show of the Saturday night series.

**4 MOVIE—Drama**

"The Scour." Paul Henreid Joon Bennett.

**5 YOUR HIT PARADE**

Snoopy Lanson, Gisele MacKenzie, Dorothy Collins, Russell Arms and the Raymond Scott Orchestra join the Hit Parade dancers and singers to present the top seven tunes of the week. As "Extras," the dancers perform "Hawaiian Wor Chant;" Gisele sings "April Showers."

**10:00 2 PEE WEE KING—Music**

Country style music with Pee Wee King and his band. Featured on the show are: Little Eller Lang, Neil Buriss and Chuck Wiggins. Guests invited. Write WBBM-TV for tickets.

**5 MAYOR OF THE TOWN**

"Popularity Contest." While trying to put a new parking meter plan into effect, the mayor almost loses his housekeeper. Thomas Mitchell. (Film)

**7 MOVIE—Adventure**

"I Killed Geronimo." (1950) An Army captain poses as an outlaw to end gun smuggling to the Indians. James Ellison, Virginia Herrick.

**10:30 5 JANET DEAN R.N.—Drama**

"The Bellamy Case." Janet enters a gloomy old mansion and finds that the maid believes the place to be haunted.

**10:55 4 WEATHER—Bill Carlsen**

**11:00 4 The Lone Wolf—Drama**

**5 Championship Bowling**

Having successfully defended his spot on the show five consecutive times, Joe Kristof returns to face Steve Nagy of Cleveland, recently crowned match game champion. Joe Wilson comments.

**9 MOVIE—Mystery**

"Charlie Chan at Treasure Island." (1939) (Chgo. TV Debut) Charlie runs into a murder case on a plane. Sidney Toler, Cesar Romero.

**11:30 2 Follow That Man—Drama**

"The Washington Story." Members of a syndicate try to stop Mike Barnett from testifying before a Senate committee.

**4 Your Hit Parade**

Extras: "Take Me Out to the Ball Game" and "The Peanut Vendor." (Film)

**7 MOVIE—Double Feature**

(1) "I'm You." An insurance investigator trails a dangerous arsonist. Dave Willock.  
(2) "One Night Stand." An actor plays what may be the last role of his life. George Macready, Roberta Haynes.

**12:00 2 MOVIE—Comedy**

"Champagne for Caesar." (1950) A learned man's campaign to do away with quiz programs. Ronald Colman, Celeste Holm and Vincent Price.

**4 News at Midnight**

**5 MOVIE—Drama**

"Tornado." (1943) A young miner gets into trouble trying to appease a showgirl. Chester Morris, Nancy Kelly.

**12:05 4 MOVIE—Comedy**

"Navy Blues." (1937) A sailor finds the Navy and a spy ring on his neck. Dick Purcell, Mary Brian.

**12:30 9 Film Shorts**

SEE THESE  
**GREAT STARS ON  
SATURDAY NIGHT!**



11:30 PM

**RALPH BELLAMY**

finds danger and excitement on  
"FOLLOW THAT MAN"  
as he investigates interstate  
gambling in "The Washington Story"



12:00 MIDNIGHT

**RONALD COLMAN**

stars in the laugh-filled comedy  
"CHAMPAGNE FOR CAESAR"  
with Celeste Holm and Vincent Price

**channel 2 WBBM-TV**

CHICAGO'S SHOWMANSHIP TELEVISION STATION



**CBS TELEVISION**

## MORNING

8:30 **2** **What in the World?—Quiz**

8:45 **9** **The Christophers—Religion**

9:00 **2** **Lamp unto My Feet**

John MacGiver's play is about "The Cure of Ars," a French ascetic of the 18th century who became noted as a father confessor. Father Edmond Bernard, of Catholic U., joins in the discussion.

**4** **This Is the Life—Religion**

"Gad's Share." Maney problems beset the Fisher family. Onslow Stevens. (Film)

**5** **Sunday Funnies—Kids**

**7** **The Christophers—Religion**

**9** **MOVIE—Comedy**

"As You Were." (1951) A young man with a photographic memory enlists in the Army. Joe Sawyer, William Tracy.

9:30 **2** **Look up and Live—Religion**

Rabbi Arthur J. Lelyveld is today's host. Readings by actor Herschel Bernardi.

**4** **Church Services—Religion**

Remote from the Salvation Army Temple.

**5** **Bible Time—Stories**

"The Last Supper." Marcella Hein is today's narrator.

**7** **MOVIE—Western**

"Wyoming Whirlwin." Lane Chandler, Yakima Canutt.

9:45 **5** **The Pulpit—Religion**

The Reverend Thomas J. Megahey of Faith Presbyterian Church talks on "A Dynamic far Life."

10:00 **2** **This Way Up—Religion**

Lutheran children discuss "The Story of the Cross."

**5** **Live and Learn—Discussion**

Telectures on "Government and Human Nature," conducted by Dr. Herman Finer, professor of political science, University of Chicago.

**7** **MOVIE—Comedy**

"Spaaks Run Wild." The East Side Kids.

**9** **MOVIE—Western**

"Fence Riders." (1950) A cowboy finds himself accused of murder. Whip Wilson, Andy Clyde.

10:30 **2** **MOVIE—Drama**

"Strangers in the Night." (1944) A Marine becomes enmeshed in a baffling situation. Virginia Grey, Bill Terry.

**4** **Sunday Comics—Kids**

**5** **The Christophers—Religion**

Father James Keller welcomes Jack Sterling and Mme. Licia Albanese. Topic: "Yaur Ideas Caunt." (Film)

11:00 **4** **House for You—Audience**

**5** **Pet Show—Ned Locke**

**9** **MOVIE—Drama**

"Hong Kong Nights." (1935) A young man is assigned to capture a convict. Tom Keene, Vera Engles.

11:15 **5** **Industry on Parade**

A pre-fabricated log cabin which has become popular as a summer cottage.

11:30 **2** **Contest Carnival—Kids**

George Hamid will choose a winner from today's finalists to appear at his Steel Pier in Atlantic City, N.J. Among the contestants: The Tappers, risley act of Cumberland, Md. Rannie Swartz, trapeze performer of Yark, Pa. The Hermanos Duo, tumblers of Philadelphia.

**4** **Handy Workshop—Crafts**

**5** **MOVIE—Western**

"Mark of the Lash." Jack La Rue.

**7** **Faith for Today—Religion**

Pastor W.A. Fagal moderates a discussion showing how the proposed new world calendar, now being considered by the United Nations, would affect the man on the street. His guest: Rev. Walter R. Beach, secretary of the General Conference of Seventh-Day Adventists.

## AFTERNOON

12:00 **2** **Range Rider—Western**

"Gunman's Gome." The Range Rider's vacation dreams are interrupted by outlaws. Jack Mahoney, Dick Jones. (Film)

**4** **Vacation Tours—Travel**

**7** **Ramar of the Jungle**

"Tiger's Clqw." Greed and lust for power drive a renegade white man. Jon Hall.

**9** **MOVIE—Western**

"Caravans West." (1934) A caravan is

threatened by a band of Indians. Randolph Scott, Gail Patrick.

**12:15 (4) Fame—History**

The life and adventures of Admiral Byrd.

**12:30 (2) Cinema Playhouse**

"Sister Veronica." Irene Dunne stars as a nun who must solve the worldly problems of her hospital patients. (Film)

**(4) John Ott—Gardening**

**(5) Frontiers of Faith-Religion**

"The Biggest Yes in the World," by Allon Sloane, deals with the problems involved in a teen-age marriage. Dr. Eugene Carson Bloke is host. Elizabeth Lawrence, Barry Kent.

**(7) Amateur Hour—Talent**

**1:00 (2) The Search—Documentary**

On a library card, a resident of Louisville, Ky., can borrow not only books, but also a great painting, records or films. This is only one result of the unique community-service cooperation among the University of Louisville, the Board of Education and the Public Library. It has also afforded to the citizens: college courses, daily broadcasts, private-line record concerts and "live" concerts by the Louisville Orchestra. The services are described to narrator Charles Romine by Philip Grant Davidson, president of the university. (Film)

**(4) Norby—Comedy**

**COLOR** Dorcus, the bank guard, wants to retire for a secret reason. David Woyne.

**(5) John Ott—Gardening**

Mr. Ott tells the story of snopdragons and stocks, and shows some time-lapse films of tree buds opening.

**(9) MOVIE—Comedy**

"Yanks Ahoj." (1943) Comedy of two bottling sergeants aboard a ship. William Tracy, Joe Sawyer.

**1:30 (2) Face the Nation—Panel**

**(4) Wisconsin House Party**

**(5) Mr. Wizard—Science**

"Take Another Look." Optical illusions.

**(7) Wild Bill Hickok—Western**

"Sundown Valley." A gang robs the cattlemen's association and stages a jail-break. Guy Madison, Andy Devine. (Film)

**12 NOON SUNDAY**



the  
**RANGE  
RIDER**

finds his vacation abruptly interrupted by outlaws who force him into the "Gunman's Game."

See these gripping western adventures starring Jack Mahoney every Sunday and Monday thru Friday at 5:00 PM.

channel **2** **WBBM-TV**

CHICAGO'S SHOWMANSHIP TELEVISION STATION

**CBS TELEVISION**



Everybody's  
Laughing!

Family Fun Show

## HANK McCUNE

3:30 SUNDAYS

WBKB **7**

Sponsored by

**BOWMAN DAIRY COMPANY**

*Chicagoland's Leading Dairy*

**For Action—SEE**



Buster Crabbe as

**CAPTAIN GALLANT**  
of the Foreign Legion

Presented By

**HEINZ**

SUNDAY CH. **5** 4:30 P.M.

**2:00 2 Farmtown, U.S.A.**

George Menard welcomes Lem Murphy, Ralph Bellot, Charles Muir, Milford Granger and John Kraddock from Odell, Ill. They discuss "The Farm Workshop."

**5 City Desk—Discussion**

Chicago newspapermen discuss city problems. William Ray moderates. Call Su 7-8300 with questions.

**7 Annie Oakley—Western**

"Junior Pioneers." Annie and her brother Tag befriend a neighborhood "bad boy." Gail Davis, Jimmy Hawkins. (Film)

**9 MOVIE—Comedy**

"Three Is a Family." (1944) A wife takes over the breadwinning chores. Marjorie Reynolds, Charlie Ruggles.

**2:30 2 Adventure—Education**

"Big Game." Host Charles Collingwood talks with Harold Anthony about the techniques of trapping and bagging big game. Films taken on expeditions into Africa show the tracking down and snaring of elephants, gorillas and other animals of the jungle.

**4 Roy Rogers—Western**

"The Ginger Horse." Roy gets involved in a fraud case. Dale Evans. (Film)

**5 American Forum**

**7 Hans Christian Andersen**

"Shepardess and the Chimney Sweep." Two porcelain figurines on the mantelpiece decide to wed. Niels Bjorn Larsen.

**3:00 2 The American Week**

**5 4 Juvenile Jury—Panel**

Joe Ward's three-year-old sister, Sherry, sings for the panel. She's accompanied by emcee Jack Barry. *This is the final show of the current series.*

**7 Rin Tin Tin—Adventure**

"The Guilty One." Rusty and Rinty help a famous western marshal to recapture an outlaw. Lee Aaker.

**9 Fulton Lewis, Jr.**

**3:15 9 Commercial**

**3:30 2 This Is the Midwest**

**5 4 Zoo Parade—Perkins**

A chance of scene takes us to the San



Francisca Zaa, with its famous natural-habitat residences for the animals. Marlin Perkins and Jim Hurlbut have brought with them a favorite chimpanzee to visit his animal cousins: seals, bears, mankeys on their island, lesser pandas, baby camel, cub bears, penguins, elephants and several members of the cat family, headed by a family of lions. Zaa director Carey Baldwin is host.

**7 Hank McCune Show**

"High Frequency." Hank is able to hear even the slightest whisper through the bank's sound-proof walls.

**9 Times Square Playhouse**

"Lifeline." Herbert Marshall takes us to Los Angeles to learn the facts of life as giga-like handsome Russ Caaper lives it. Robert Paige. (Film)

**4:00 2 Omnibus—Alistair Cooke**

"The Confederacy" is presented through dramatic sketches and tableaux, dramatized events, songs, contemporary photographs and other means. Arnauld Sundgaard authored the script. The reactions to training of a rookie baseball player on a farm team are shown in a film made last fall. Al Stieglitz is shown as he worked out with the N.Y. Giants farm team in Danville, Va.

**5 4 Hall of Fame—Drama**

"The Finest Gift" tells of the English romantic poet, Lord Byron, and his part in the war Greece fought to gain her freedom. Byron, the adventurer, took an active part in the battle. (Hollywood)

**7 Super Circus**

Ringmaster Claude Kirchner and Mary Hartline lead the events:

- Horizontal bar act .....Bulgaria
- Super Midway ..... "The Big Pitch"
- Jugglers & plate spinners .....Haffmans
- Tight wire performer .....Lea Gasco
- Clown skit ..... "Annual Academy Awards"

**9 MOVIE—Drama**

"Captain Siracca." (1949) A nobleman attempts to lead the people of Naples in a revolt. Louis Hayward, Binnie Barnes, Alan Curtis.

**4:30 5 4 Capt. Gallant—Crabbe**

Fuzzy's girl friend is witness to a murder. He's more than a little jealous when she reports the event to Capt. Gallant. Buster Crabbe, Fuzzy Knight, Norma Eberhardt. (Film)

**5:00 5 4 Meet the Press**

**7 Cisco Kid—Western**

The Cisco Kid uses a full moon and a farmer's almanac to trap a killer.

**9 MOVIE—Adventure**

"Captain Fury." (1938) A land baron hires ex-convicts to keep the settlers out. Brian Aherne, Paul Lukas.

**5:30 2 You Are There—Drama**

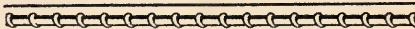
Mutiny by the troops he had commanded far over 11 years brought about "The Triumph of Alexander the Great" in 324 B.C. The many demands made by Alexander upon his people, coupled with the suspicions aroused by his release of some of his oldest warriors, caused the mutiny. Walter Crankite and his newsmen travel from Alexander's tent at Opis to the law courts of Athens, where the orator Demosthenes is on trial. (Film)

**Cast**

- Alexander .....Michael Higgins
- Barsine .....Neva Patterson
- Demosthenes .....Milton Selzer
- Aristobulus .....E.G. Marshall
- Phocius .....James Broderick
- Cratan .....Bruce Graham

**4 Triangle Theater—Drama**

"Romance Wrecker." Charles Caburn plays a retired colonel who plays cupid.



SUNDAY 6:00 P.M. CHANNEL 9

**CALL OF THE KLONDIKE**

A Canadian mountie searches for a gang of murderers who are stealing gold from a mine. Adventure and romance.



THE WHITE CROSS THEATRE  
Sponsored by  
BANKERS LIFE & CASUALTY CO.



**5 Roy Rogers—Western**

"The Ginger Horse." Roy finds himself implicated in a case of fraud and robbery when he tries to recover a little girl's stolen ginger horse. Dale Evans, Pat Brady, Trigger. (Film)

**7 Life with Elizabeth****EVENING****6:00 2 Lassie—Drama**

"The Feud." As the result of a quarrel over a game of chess between Gramps and Matt Brockway, Gramps forbids Jeff to have anything more to do with Matt's son, Porky. This will never do: Porky is Jeff's very best friend! Tommy Rettig, Jan Clayton, George Cleveland. (Film)

**4 Neighbor Theater—Drama**

"The Whizzer." A store proprietor tries to protect a couple from bandits.

**5 People Are Funny**

Art Linkletter sends his eight-year-old daughter, Sharon, out to the street, laden with packages. The first person to offer her assistance gets a valuable prize. A contestant is asked to pick the unmarried lady from a trio of women. Art's final gesture is an attempt to change a "mouse" into a "lion." (Film)

**7 You Asked for It—Requests**

Art Baker shows the new methods of treating accidental shock; Jose de la Torre, Mexico's champion cowboy; juggler Bobby May; and the Rusings, water-skiing family. Art himself is turned into King Louis 14th of France by a Hollywood costuming firm. (Film)

**9 MOVIE—Drama**

"Call of the Klondike." (1950) A Canadian Mountie searches for a gang of murderers. Kirby Grant, Chinook.

**6:30 2 Private Secretary—Comedy**

Things don't turn out quite as expected when Susie acts like "A Little Old-fashioned Girl" in her campaign to get her boss to buy her an electric typewriter. Susie: Ann Sothern. Peter Sands: Don Porter. Vi Praskins: Ann Tyrrell. (Film)

**5 4 Entertainment 1955**

**COLOR** **SPECIAL** TV struts its stuff in a 90-minute spectacular dedicating the NBC-TV color studios in Burbank, Cal. Television is a showcase for all forms of entertainment—movies, opera, Broadway plays, Tin Pan Alley. Tonight producer Jack Rayel has rounded up top personalities from these fields and others in a demonstration of TV's versatility as a showcase for the lively arts. Fred Allen acts as emcee. Sylvester L. Weaver and Robert Sarnoff, NBC executives, make a special appearance.

**PROGRAM**

**Legitimate Theater:** Actress Helen Hayes presents the Antoinette Perry Award for "The Best Broadway Play of the '54-'55 Season." A scene from the play is performed. (New York)

**Popular Music:** Dinah Shore reproduces the session at which she made her about-to-be-released record, "Whatever Lola Wants," from the forthcoming Broadway musical, "Damn Yankees." (Hollywood)

**Radio:** Fred Allen re-creates some of his memorable moments in the sound medium. (Hollywood)

**Night Clubs:** As a sample of the new talent being groomed, young Sue Carson does a song and monolog. (Hollywood)

**Opera:** The "Vissi d'arte" scene from Puccini's "Tosca" is sung in English by Leontyne Price, who starred in the recent TV production. Josh Wheeler appears as Scarpia. (New York)

**TV Comedy:** Max Liebman presents Buddy Hackett, Pat Carroll and Tom Helmore in a sketch about "Spring" in the park. (New York)

**Motion Pictures:** Ralph Edwards introduces Adolph Zukor, chairman of the board of Paramount Pictures. Zukor discusses the past, present and future of movies. To illustrate the future he shows film clips from his forthcoming productions: Bob Hope in "The Seven Little

**SUNDAY**

**RONALD REAGAN** introduces

# HENRY FONDA

in *CLOWN*



From the autobiography of the world-famous clown Emmett Kelly—the story of his first circus performance as “Weary Willie.” See it on:

**The  
GENERAL ELECTRIC  
Theater**

**WBBM-TV • CH. ② • 8 P.M.**

**WREX-TV • CH. ⑬ • 8 P.M.**

Foys,” and Charlton Heston in “The Far Horizon.” Seen in person will be Hope and Heston. (Hollywood)

**Entertainment:** Judy Holliday does a comedy satire on show business. Cesar Romero is Judy’s co-star. (Hollywood)

**Finole:** Doncer Earl Borton and the dance-and-vocal group, The Double Daters, are seen in a tour of the new color studios. (Hollywood)

## **7 Playhouse—Polly Bergen**

“The Loner.” A small boy is so neglected by his parents that he invents a world of fantasy in which he can find happiness.

**Cost**

Denny .....Peter Votrian  
Mother .....Ann Lee  
Fother .....Hayden Rorke

## **7:00 ② TOAST OF THE TOWN**

Ed has Richard Rodgers & Oscar Hammerstein with him as he solutes the 12th anniversary of their musical, “Oklohomol!”  
**Guests:** Sen. Robert Kerr (D., Okla.); The U. of Oklohomol Glee Club; songstress Celeste Holm, who created the role of Ado Annie; singer John Roitt, now on Broadway in “The Pojoma Game,” Florence Henderson, now of the Broodwoy musical “Fanny;” singer Barbara Cook, now of Broadway’s “Plain and Fony;” singer Richard Collett, imported to appear in the forthcoming New York City Center’s production of “South Pacific;” and the Augustana College Choir which sings “Oh What a Beautiful Morning” in Swedish. *Ed Sullivan visits a Hollywood movie set in next week’s TV GUIDE.*

## **7 MAIN EVENT WRESTLING**

A tog match: Snyder and Szobo are matched agoinst McDonald and Savich.

## **9 CAMERACADE—Film Shorts**

**7:15 9 YOUR SENATORS’ REPORT**

**7:30 9 FAITH OF OUR FATHERS.**

**8:00 ② G.E. THEATER—Drama**

Henry Fonda stars in “Clown,” on adaptation of Emmett Kelly’s outobiography. The story opens in the mid-1930’s, when the now-famous clown was a reluctant

trapeze artist. His wife, Eva Balto, is a top-flight aerialist, and though she tries to help Emmett his heart is not in the work. He is torn between his ambition to be a clown and his love for Eva. (Film)

### Cast

Emmett Kelly .....Henry Fonda  
 Eva Balto Kelly .....Dorothy Malone  
 Callahan .....James Flavin  
 Fred .....Barry Kelley  
 Stuffy .....James McCallion  
 Gus .....Gus Schilling  
 Second Clown .....Billy Barty  
 Third Clown .....Sid Tamack  
 The Ringmaster .....George Givot

### 5 4 TV PLAYHOUSE

"The Chivington Raid," by Charles Peck, Jr. Out in the Wild West, Col. Chivington takes the law into his own hands by organizing a Texas militia to stage a revenge massacre against the Indians. A young Union soldier, formerly of the Confederacy, is determined to stop Chivington and his men. Based on an actual incident. (New York)

### Cast

Col. Chivington .....Albert Dekker  
 Cole Newton .....Gene Lyons

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**PAIN** of HEADACHE  
 NEURALGIA  
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Gabe Lawson .....Jahn Shellie  
 Marie .....Elisabeth Fraser  
 Hooker .....Floyd Buckley  
 Black Kettle .....Victor Thorley  
 Lt. Dunne .....Steve McQueen

### 7 WALTER WINCHELL—Talk

### 9 FAITH OF OUR FATHERS

The North Shore Baptist Church is guest church tonight. Dr. August M. Hintz, pastor, conducts the services, Richard Aylward directs the choir, Esther Cobb is organist.

### 8:15 7 SPORTS FOR THE FAMILY

Bud Wilkinson, athletic director, University of Oklahoma, gives tips on sports.

### 8:30 2 STAGE 7—Drama

Frank Lovejoy stars in "The Lang Count." A private detective who is more concerned with money than with principle, takes a job as bodyguard to a boxer.

### Cast

McGraw .....Frank Lovejoy  
 "Pretty Boy" Mendera .....Biff Elliott  
 Sandra Starr .....Joan Vahs  
 Vic Kelcey .....Ted de Corsia  
 Max Zachary .....Nestor Paiva

### 7 CONRAD NAGEL THEATER

"The Storm." The lives of three people are strangely affected by a storm. Peter Trent, Betty Metcalf.

### 9 LIFE BEGINS AT 80—Panel

The feminine branch of a five-generation family drops in for a visit with Georgiana Carhart, Fred Stein and the other panel members. Jack Barry moderates.

### 9:00 2 FATHER KNOWS BEST

"Close Decidan." Bud consistently neglects his household chores and fails to memorize his poems for the church service. Father punishes him by forbidding him to take part in the church baseball game. Robert Young, Billy Gray. (Film) This is the final show of the current series.

### 5 4 LORETTA YOUNG

"Mink Coat." A furrier is so happy when he "breaks 90" on the golf course that he gives his instructor's wife a mink coat.

The instructor and his wife are delighted until they realize that mink means a whole new way of life for them. (Film)

**Cast**

Peggy O'Hara .....Loretta Young  
 Don O'Hara .....Jack Mahoney  
 Bill Garner .....Casey Adams  
 Leana Garner .....Ann Doran

**7 BREAK THE BANK—Quiz**

Bert Parks asks the questions as contestants vie for the giant jackpot.

**9 MR. & MRS. NORTH—Drama**

"Till Death Do Us Part." Pam and Jerry are rudely interrupted by a corpse during their wedding anniversary celebration. Barbara Britton, Richard Denning. (Film)

**9:30 2 WHAT'S MY LINE?—Panel**

Wally "Mr. Peepers" Cox steps in for Fred Allen. Others on the panel are: Ariene Francis, Dorothy Kilgallen and Bennett Cerf. John Daly emcees.

**4 NEWS—Kelly and Clark**

**5 BOB CUMMINGS SHOW**

"Mrs. Mantague's Niece." Mrs. Mantague is determined to make a big impression on Bob when her niece arrives for a visit. Object—to save Bob from a lanely bachelor's life. Bob Cummings, Rosemary DeCamp, Ann B. Davis, Dwayne Hickman, Elvia Alman, Freda Hoffman. (Film)

**7 FAMOUS PLAYHOUSE**

"One Strange Day." A suburban housewife is pursued by two Oriental thieves who wish to gain possession of an East Indian Buddha from her collection. Bonita Granville.

**9 FLORIAN ZABACH—Music**

**10:00 2 NEWS SPECIAL**

**4 RAY MILLAND—Comedy**

Peggy tries to help her husband produce a musical review. Phyllis Avery. (Film)

**5 WEATHER—Clint Youle**

**7 MOVIE—Drama**

"Going Spanish." Full length feature.

**9 MOVIE—Comedy**

"Let's Live a Little." (1948) (Chgo. TV Debut) An advertising executive develops an appetite for two of his female clients. Hedy Lamarr, Robert Cummings.

**10:10 5 DORSEY CONNORS—Ideas**

Dorsey says to "watch your waistline."

**10:15 2 MAHALIA JACKSON SHOW**

Mahalia sings gospel songs accompanied by Mildred Falls and Ralph Jones.

**5 NEWS—Alex Dreier**

**10:30 4 BIG TOWN—Drama**

**5 CALL THE PLAY—Mel Allen**

A sports quiz for at-home viewers.

**10:45 2 Here's How—Crafts**

Dinny Bruce and Phillip Lewis.

**5 SPORTS—Norm Barry**

**11:00 2 News—Frank Reynolds**

**4 Bob Cummings Show**

See storyline 9:30 P.M. **5**

**5 MOVIE—Drama**

"Roaring Mountain." A tale of the West, starring George O'Brien, Barbara Fritchie.

**7 Studs Terkel's Briefcase**

**11:15 2 MOVIE—Drama**

"The Madame Gambles." (English) A bookmaker uses a dress shop as a front. Garry Marsh, Richard Hearne.

**11:30 4 News Bulletins**

**7 Film Shorts**

**9 News—Les Nichols**

**11:35 4 MOVIE—Drama**

"Catman of Paris." (1946) An author believes himself to be the catman of Paris.

**11:45 7 MOVIE—Mystery**

"Intrigue." (1947) The smuggling of food into China. June Havoc, George Raft are featured.

**9 Weather—Carl Greyson**

**TONIGHT**

... apply LANOLIN PLUS Liquid to your face

**TOMORROW MORNING**

... find skin dryness gone, and your dry skin worries banished as long as you use LANOLIN PLUS Liquid regularly. \$1 plus tax wherever cosmetics are sold.

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**LIQUID**



## MORNING

- 6:40** **2** **Today's Thoughts**
- 6:45** **2** **Farm Daily—Menard**  
George Menard presents agricultural news, and interviews of interest.
- 5** **Everett Mitchell—Talks**
- 7:00** **2** **Morning Show—Jack Paar**  
Jose Melis plays "Tica Tica" and "Body and Soul." Five minutes of local news at 7:25, 7:55, 8:25, 8:55 A.M.
- 5** **4** **Today—Dave Garroway**  
Dove and the crew view films of last night's Antoinette Perry Award Dinner, presided over by Helen Hayes. The "Tanys" are awarded for outstanding service to the theater. Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.
- 8:00** **7** **Chicago Parade—Variety**  
Chuck Bill and Proire Romblers.
- 9:00** **2** **Garry Moore—Variety**  
French story song .....Garry, Denise  
Comedian .....Ray Bensen  
"Sond and the Sea" .....Ken Carsan
- 5** **4** **Ding Dong School-Kids**
- 7** **Women and the World**
- 9:30** **2** **Arthur Godfrey Time**
- 5** **4** **Way of the World**  
Hastess Linda Parter (Gloria Luis) introduces Sarah Marshall and Tam Tryan as stars of a new tale by Harry Junkin. It tells of a serious-minded college professor and his difficulties with his "to-honest" young wife. Today's episode: The wealthy young wife of Prof. Lawtan makes quite an impression on the small college town.
- 7** **Play House—Kids**  
Angel Cosey with fun and stories.
- 9:45** **5** **4** **Sheilah Graham**  
Guest of the week is Ralph Edwards.
- 10:00** **5** **4** **Home—Women's News**  
Easter hats .....Notalie Core  
Geographic conditions .....Ashley Mantagu  
Prayer .....Howard Whitman  
Contest winners .....Hame Fashion League
- 7** **Creative Cookery—Recipes**  
Chef Francois Pape prepares: butter-

scatch cream kisses, souteed hash patties, fried anian rings.

- 9** **Hi Ladies—Mike Douglas**  
Mike Douglas emcees and sings, Jackie Von presents "Hollywood Chatter" and Buddy Black gives weather reports.
- 10:30** **2** **Strike It Rich—Quiz**
- 10:55** **7** **News—Ulmer Turner**
- 9** **News—Steve Fentress**
- 11:00** **2** **Valiant Lady—Serial**  
Bonny prepares for a visit from Mickey. Flaro Compbell.
- 4** **What's New in the Kitchen**  
Breta Griem and Mary Gording with dishes for teen-agers.
- 5** **Tennessee Ernie Ford**
- 7** **Danny O'Neil Show**  
Danny emcees the show. On hand are Chet Rable and Nancy Wright.
- 9** **The Romper Room—Kids**  
Miss Rosemary with fun and games.
- 11:15** **2** **Love of Life—Serial**
- 11:30** **2** **Search for Tomorrow**
- 5** **Feather Your Nest—Quiz**  
Contestants try for a complete kitchen.
- 11:45** **2** **Guiding Light—Serial**
- 4** **Let's Look at the News**
- 11:55** **7** **News—Ulmer Turner**
- 9** **News—Steve Fentress**

## AFTERNOON

- 12:00** **2** **The Inner Flame—Serial**  
Stoley triumphs in the arrest of Wolter Morning. Karl Swensen.
- 4** **Hot Shot Review—Music**  
Jae Shott and his Hat Shots.
- 5** **Noontime Comics**  
Jahny Caans with fun for youngsters.
- 7** **Happy Pirates—Kids' Fun**  
Twa Tan Baker entertains the kiddies.
- 9** **Best of the West—Kids**  
Bob Atcher with western songs.
- 12:15** **2** **Road of Life—Serial**
- 12:30** **2** **Welcome Travelers**
- 4** **Weather—Bill Carlsen**
- COLOR** Bill Corlsen with forecasts.
- 5** **Cartoonland—Ken Bowers**
- 12:35** **4** **Bob Heiss—Interviews**
- COLOR** Bob Heiss chats with visitors.

- 12:45 **5** Bob & Kay with Doucette  
 12:55 **7** News—Ulmer Turner  
**9** News—Steve Fentress  
 1:00 **2** Robert Q. Lewis—Variety  
**COLOR** Robert Q. and the gang.  
 "We Love Color TV" .....All  
 "Hard-hearted Hannah" .....Robert Q.  
 "Friendship" .....Jaye P., Don  
 "Merry Widaw Waltz" .....Earl, Lois  
**7** Tom Duggan—Variety  
 Tom presents music and variety with  
 Jonie Johnson and Don Jacoby.  
**9** All About Baby—Tips  
 Ruth Crowley, R.N. talks about "books  
 in your baby's life."  
 1:15 **9** Cameracade—Films  
 1:30 **2** Linkletter's House Party  
**4** Beulah Donohue—Women  
 Keep children happy, mothers pretty.  
**9** The Big Picture—Army Film  
 2:00 **2** The Big Payoff—Quiz  
 Rony Merrimon, Bess Myerson co-host.  
 Bess Myerson parlayed a winning figure  
 into six figures a year. Now she wants  
 to oct. Story on page 15.  
**5** **4** Greatest Gift—Serial  
 Phil hears tragic news about Eve.  
**7** The Doctor Answers—Talk  
 Elizabeth Hort conducts a discussion.  
**9** Paul Dixon—Music  
 Poul, Roberto MacDonold and Sis Camp  
 pantomime to pop tunes. Bob Bean fea-  
 tures leading cartoons.  
 2:15 **5** **4** Golden Windows—Serial  
 Julie fears that she has shot Carl.  
**7** TV Dental Clinic  
 Dr. Mort Neimork with a patient model.  
 2:30 **2** Bob Crosby—Music  
**5** **4** One Man's Family  
 Father Borbour hears some interesting  
 news of Cliff.  
**7** Triple Feature—Drama  
 (1) "Son of the Rock." A stern father  
 raises an even sterner son, John Quolen.  
 (2) "Drums in the Night." (3) "Con-  
 queror's Isle. A man tells a fantastic  
 story of being held captive by a mad  
 scientist who plans to enslave the world.  
 Roy Montgomery.

- 2:45 **5** **4** Miss Marlowe—Serial  
 Belle Mere refuses Barboro's request.  
 3:00 **2** Brighter Day—Serial  
 Skip visits Rev. Dennis to talk about his  
 father. Blair Davies.  
**5** **4** Hawkins Falls—Serial  
 Mitch Fredericks enlists the help of Mil-  
 lie Flogle. Ros Twohey.  
**9** MOVIE—Western  
 "Bock Trail." (1948) The town bonker is  
 the victim of blackmail. Johnny Mock  
 Brown, Roymond Hotton.  
 3:15 **2** Secret Storm—Serial  
**5** **4** First Love—Serial  
 Andrews warns Zoch about talking to  
 McKee. Val Dufour.  
 3:30 **2** On Your Account—Quiz  
**5** **4** World of Mr. Sweeney  
 Ed Herlihy, announcer on the show, is his  
 own best customer. See details on page 10.  
 3:45 **5** **4** Modern Romances  
 "The Doubt," by Jesse Sandler, is intro-  
 duced by hostess Mortho Scott. A Germon  
 war bride feels that her husband's  
 brother, who was injured in the war,  
 bears a grudge against her.  
 3:55 **7** News—Ulmer Turner  
 4:00 **2** The Early Show—Drama  
 "The Mystery Bullet." A rocketeering  
 plumber is shot with a bullet that bears  
 no rifle marks. Donald Woods. (Film)  
**5** **4** Pinky Lee—Kids  
 How does Pinky make 'em laugh? See  
 next week's TV GUIDE.  
**7** Pied Piper—Art Hern  
**9** Bandstand Matinee—Music  
 4:30 **2** Shopping with Miss Lee  
**5** **4** Howdy Doody—Puppets  
 Although he loves Doodyville, Mr. Nick  
 announces that he plans to leave town to  
 form an orchestra.  
**7** Time for Uncle Turner  
 4:55 **2** Weather—P. J. Hoff  
**9** News—Les Nichols  
 5:00 **2** Range Rider—Western  
**4** Foreman Tom—Western  
**5** Elmer the Elephant—Kids  
**7** Laffin' Theater—Kids  
 "Bedtime Worries." Little Roscols.  
**9** Bob Atcher Show—Western

- 5:30 **2** Gene Autry—Western  
**5** Close Up—Music  
**7** News—Austin Kiplinger  
**9** Garfield Goose and Friend
- 5:45 **4** News—Bob Kelly  
**7** It's Time for Merriam
- 5:55 **4** Weather—Bill Carlsen  
**7** Weather—Wayne Griffin

## EVENING

- 6:00 **2** Sports—Bob Elson  
**4** Sports—Larry Clark  
**5** Weather—Clint Youle  
**7** Kukla, Fran and Ollie  
**9** Curbstone Cut-up—Simon
- 6:05 **5** News—Jack Angell
- 6:10 **5** Sports—Joe Wilson
- 6:15 **2** News—Julian Bentley  
**4** Malones and Marvin—Music  
**5** Dorsey Connors—Travel

Darsey talks to "Miss Girl," o poodle.

- 7** News—John Daly  
**9** Sports Final—Vince Lloyd
- 6:20 **5** Alex Dreier—Features
- 6:25 **5** Tony Weitzel—Comments
- 6:30 **2** News—Douglas Edwards  
**5** **4** Tony Martin—Music

Tony takes a musical tour: "In a Spanish Town," "I Love Paris," "Do, Do, Do," in a Viennese setting; and "April in Portugal." The Interludes offer "Frere Jacques." Tony, who has been dubbed "The Comeback King," is next week's cover subject in TV GUIDE.

### **7** Name's the Same—Quiz

Panelists include Audrey Meadows, Roger Price and Joan Alexander. Dennis James emcees. (New York)

- 9** News—Spencer Allen
- 6:45 **2** Perry Como—Music  
**5** **4** News—John C. Swayze  
**9** Chicagoland Newsreel
- 7:00 **2** BURNS & ALLEN—Comedy  
**5** **4** CAESAR'S HOUR

Sid and the cast repeat their satire on the Academy Award contender, "On the Waterfront." The gong also appears in a "Commuters" sketch. Sid teams up with Howard Morris and Carl Reiner in

a take-off on the typical mole singing group. Nanette Fabray appears in a soft-shoe dance sequence. The Bob Hergert dancers wind things up with a rhythm number. Ellen Parker and Virginia Curtis are also in tonight's cost.

### **7** TV READER'S DIGEST

"The Manufactured Clue," adapted from an article by Alon Hynd, revalues around a private detective's search for the murderer of a girl. The private eye uses some unorthodox methods to find the killer. Hugh Reilly is host. (Film)

#### Cast

Charlie Masters ..... Chuck Connors  
 Larry Seors ..... Poul Stewart  
 Frank Heath ..... Douglas Spencer

### **9** CHAMPIONSHIP BOWLING

Buddy Bomor, Chicago classic leaguer, is matched against Carmen Salvino. (Film)

### 7:30 **2** TALENT SCOUTS—Godfrey

Arthur turns a critical eye on the talent brought before him by scouts from all over the U.S.

### **7** CONCERT—Pelletier

Mimi Benzell, soprano, and James Hawthorne, tenor, join their voices with the orchestra under Wilfred Pelletier.

#### Orchestra

"Stars and Stripes Forever" ..... Sousa  
 "Espono" ..... Emmanuel Chobrier

#### Mr. Hawthorne

"My Heart Stood Still" ..... Rodgers & Hart  
 Miss Benzell

"Why Da I Love You?" ..... Jerome Kern  
 Duets

"Deep in My Heart" ..... Sigmund Romberg  
 "We Will Go to Paris" ("Manon")

..... Massenet

"Wanting You" ..... Sigmund Romberg

### 8:00 **2** I LOVE LUCY—Comedy

"The Bullfight." When Lucy is asked to appear in a Spanish dance number in Ricky's Heart Fund show, she envisions herself garbed as an exotic senorita. Lucille Ball and Desi Arnaz co-star with Vivian Vance and William Frawley. (Film)

### **5** **4** MEDIC—Drama

"All My Fathers, All My Mothers." Six-year-old Patricia has spent nearly all



her life in the hospital, where the doctors and nurses have cared for her. She was brought there when, as a baby, she was found abandoned. Dr. Styner: Richard Boone. Patricia: Joan Banks. Grandmother: Modome Sul-Te-Wan.

**7 BEHOLD THY MOTHER**

**9 BOXING—Preliminaries**

**8:30 2 DECEMBER BRIDE—Comedy**

**5 4 ROBERT MONTGOMERY**

"The Iron Cabweb," by Dario Folliott. A successful woman author returns from the hospital after the loss of her newborn baby. She discovers that someone is trying to make it appear that the recent tragedy has unsettled her mind.

**Cast**

Elizabeth .....Geraldine Fitzgerald  
 Oliver .....Hugh Reilly  
 Lucy .....Pally Rowles  
 Constance .....Mildred Baker  
 Steve .....Dovid Lewis  
 Noreen .....Betty Low  
 Jeep .....Larry Biggia  
 Mary .....Judy Sanford

**7 BOXING—Preliminaries**

**9:00 2 STUDIO ONE—Drama**

Ralph Meeker and Marisa Pavan star in "Dominique," by Ernest Kinoy. A Vermonter brings his 18-year-old Italian bride to America. The bewildered girl finds that the American views of life, love and beauty are as different from those of her native Tuscany as are her Italian household treasures from the other objects in their Long Island salt-box home.

**Cast**

Steve .....Ralph Meeker  
 Dominique .....Marisa Pavan  
 Barbora .....Phyllis Hill  
 Jake .....Norman Feld  
 Mrs. MocGruder.....Betty Sinclair  
 Sam .....Peter Turgeon  
 Darell .....John McIver

Miss Pavan is the sister of film actress Pier Angeli. Miss Angeli first gained U.S. fame for her role in the movie "Tereso," a serious treatment of the same subject as that of tonight's comedy.

**7 BOXING—Eastern Parkway**

Danny Giavonelli, Brooklyn, N.Y., vs. Jimmy Martinez, Glendale, Ariz., middleweights, 10 rounds. Bob Finnegan and Tammy Laughron report.

**TV GUIDE RATINGS**

	Rating	Bouts	W	L	D	KO's
Giavonelli	Unrated	30	25	4	1	12
Martinez	Unrated	75	58	13	4	19

Giavonelli returns to the ring after a layoff. He hopes to return to the form that enabled him to defeat such tap-natchers as Vince Martinez. Jimmy will find out tonight whether Donny is ready for active ring campaigning.

Compiled by Nat Fleischer (The Ring)

**9 BOXING—New York City**

Paddy DeMarco, Brooklyn, N.Y., vs. Libby Monzo, Elmhurst, L.I., N.Y., lightweights, 10 rounds. Chris Schenkel reports from St. Nicholas Arena, New York City.

**TV GUIDE RATINGS**

	Rating	Bouts	W	L	D	KO's
DeMarco	4	84	69	13	2	7
Manzo	Unrated	24	18	3	3	5

This is DeMarco's first TV bout since he lost the title to Jimmy Carter. Paddy, after losing to Carter, went to France, where he suffered a kayo. He must win this bout to stay in the ratings. Monzo recently put up a game but losing fight against the rough Sody Soddler. He is a courageous fighter and should provide a thorough test to determine whether DeMarco is really slipping since his last two fights.

Compiled by Nat Fleischer (The Ring)



**9:30** (4) **MEET CORLISS ARCHER**  
(5) **EDDIE CANTOR THEATER**

Connie Russell becomes an emergency fill-in when Eddie learns that his troupe has been delayed by a bus breakdown.

**9:45** (7) **NEUTRAL CORNER**  
(9) **SPORTS—Arch Ward**

**10:00** (2) **NEWS AND WEATHER**

- (4) **WEATHER—Bill Carlsen**  
(5) **WEATHER—Clint Youle**  
(7) **DEATH VALLEY DAYS**

"The Lost Pegleg Mine." A ranch-bred girl fights for a mine. (Film)

(9) **MOVIE—Drama**

"The Flame." (Chgo. TV Debut) (Italian. English dialog) An estranged couple become involved with a spy. The final judging in the "Miss Bowling" contest is featured tonight. Six girls, chosen from a field of twenty compete for the crown, and a trip for two to Honolulu. Judges are: Herb Lyons and Ethel Daccordo, columnists, and Joy Foragon, WGN-TV program director.

**10:05** (4) **INDUSTRY ON PARADE**

**10:10** (5) **DORSEY CONNORS—Ideas**

Geraldine Koy subs for vacationing Dorsey. Tonight: "Painting Tips for Spring."

**10:15** (2) **IN TOWN TONIGHT**

The Stylers are guests.

(5) **NEWS—Jack Angell**

**10:20** (4) **LET'S LOOK AT THE NEWS**

**10:25** (5) **SPORTS—Norm Barry**

**10:30** (2) **NEWS—John Harrington**

(4) **STUDIO 57—Drama**

"Call from Robert Jest." A divorcee is found murdered. Carolyn Jones. (Film)

## TONIGHT

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(5) **PARAGON PLAYHOUSE**

"The Great White Bird." The story of a young apprentice who is determined to fly with wings designed by his master, Leonardo de Vinci. Walter Rilla.

(7) **PLAYHOUSE—Drama**

"Cafe Berlin." Two American agents journey to a Berlin cafe where they suspect there is someone who reveals U.S. information to the Russians. (Film)

**10:45** (2) **KUP'S SHOW—Irv Kupcinet**

**11:00** (2) **All Star Theater**

"It Happened in a Pawnshop." A trumpet player meets a singer in a pawnshop where he has gone, hoping to talk his horn out of hock. Eddie Bracken, Terry Moore co-star.

(5) (4) **Tonight—Variety**

Steve's guests include singer Leontyne Price, and former welterweight champion of the world Kid Gavilon. Gavilon does a dance routine with Steve. *Edyie Gorme started going to bed late and woke up a star. See next week's TV GUIDE.*

(7) **This Is the Day**

"The Story of Currier and Ives."

**11:10** (7) **Tom Duggan—Comments**

Tom interviews guest celebrities and comments on viewers' queries. Coll De 2-0423 or De 2-0424.

**11:30** (2) **MOVIE—Comedy**

"Jeepers Creepers." (1939) An industrialist tricks a family out of its land. Roy Rogers, Thurston Hall.

(9) **News—Les Nichols**

**11:45** (9) **Weather—Carl Greyson**

**11:50** (9) **Jack Eigen Show**

A remote telecast from the Chez Poree Lounge. Jack chats with guests and visiting celebrities. Coll him at Mo 4-1031 or Mo 4-1032.

**12:00** (4) **News at Midnight**

(5) **MOVIE—Comedy**

"Make a Wish." (1937) A composer reads a boy's letters from his mother and gets an inspiration for an operetta. Bobby Breen, Basil Rothbone.

(7) **MOVIE—Comedy**

"Spooks Run Wild." East Side Kids.



# THIS IS THE DAY

From 11:00 to 11:10 p.m. each Monday through Friday, NORMAN ROSS verbally and pictorially re-creates historical events.

## *MONDAY*

The world of  
Currier and Ives

## *TUESDAY*

The rebel yell fails  
at Appomatox

## *WEDNESDAY*

The mystery of  
"Papa" Hayden

## *THURSDAY*

Knute Rockne, the  
legendary figure  
of Notre Dame

## *FRIDAY*

Hans Christian Andersen,  
Denmark's ugly duckling

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weatherman with  
a concise, accurate  
report of weather news for  
the Chicagoland area.

## DORSEY CONNORS

An enlightening look  
at clever gadgets for  
the home which can be made  
with simple materials and  
a little imagination.

## JACK ANGELL — NEWS

A complete round  
of local and national  
news by one of  
TV's foremost reporters.



10:00 PM



10:10 PM



10:15 PM

channel

**5**

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**NORM BARRY**

Let's Look At Sports,  
featuring scores, interviews  
and late happenings  
in the world of sports.



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10:25 PM



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America's Television Magazine



## MORNING

- 6:40** **2** Today's Thoughts  
**6:45** **2** Farm Daily—Menard  
**5** Everett Mitchell—Talks  
**7:00** **2** Morning Show—Jack Paar  
 Jack Paar, Edith Adams and Pupi Campo appear in a satire on "Person to Person." Five minutes of local news at 7:25, 7:55, 8:25, 8:55 A.M.
- 5** **4** Today-Dave Garroway  
 In a remote from Washington, D.C., we see the beginnings of the Cherry Blossom Festival of the Jefferson Memorial. Five minutes of local news with Len O'Conner at 7:25, 7:55, 8:25, 8:55 A.M.
- 8:00** **7** Chicago Parade—Variety  
**9:00** **2** Garry Moore—Variety  
 Feature: "Fisherman Feebee," by Garry.  
**5** **4** Ding Dong School-Kids  
**7** Women and the World  
**9:30** **2** Arthur Godfrey Time  
**5** **4** Way of the World  
 Carolyn introduces some new customs.  
**7** Play House—Kids  
**9:45** **5** **4** Sheilah Graham  
 Rolph Edwards is guest on film.  
**10:00** **5** **4** Home—Women's News  
 Features: Raising a lion cub. Life after death. Russian Easter eggs.  
**7** Creative Cookery—Recipes  
 Chef Pope's menu includes: pork hocks, boiled vegetables and butter cookies.  
**9** Hi Ladies—Mike Douglas  
 Singer-emcee Mike Douglas chats with the ladies, Jockie Van presents her "Hollywood Chatter."  
**10:30** **2** Strike It Rich—Quiz  
**10:55** **7** News—Ulmer Turner  
**9** News—Steve Fentress  
**11:00** **2** Valiant Lady—Serial  
 Bonny totes Mickey to see her baby.  
**4** What's New in the Kitchen  
 "Coke Decorating." Barbara Sompson.  
**5** Tennessee Ernie Ford  
**7** Danny O'Neil—Variety  
**9** The Romper Room—Kids  
**11:15** **2** Love of Life—Serial  
**11:30** **2** Search for Tomorrow

## AFTERNOON

- 5** Feather Your Nest—Quiz  
 A colonial bedroom set is the prize.  
**11:45** **2** Guiding Light—Serial  
**4** Let's Look at the News  
**11:55** **7** News—Ulmer Turner  
**9** News—Steve Fentress
- 12:00** **2** The Inner Flame—Serial  
 Walter and Portia conclude the deal.  
**4** Hot Shot Review—Music  
**5** Noontime Comics—Kids  
**7** Happy Pirates—Kids' Fun  
**9** Best of the West—Kids  
**12:15** **2** Road of Life—Serial  
**12:30** **2** Welcome Travelers  
**4** Weather—Bill Carlsen  
**COLOR** Bill Corlsen with late reports.  
**5** Cartoonland—Ken Bowers  
**12:35** **4** Bob Heiss—Interviews  
**COLOR** The "mon next door" welcomes visiting personalities.  
**12:45** **5** Bob & Kay with Doucette  
**12:55** **7** News—Ulmer Turner  
**9** News—Steve Fentress  
**1:00** **2** Robert Q. Lewis—Variety  
**COLOR** Songs and features.  
 "All of You" .....Robert Q.  
 "Old Ox Road" .....Chordettes, Earl Stoge Manager .....Tom Mahoney  
 "Cannon" .....Joye P. Morgan  
**7** Tom Duggan—Variety  
**9** All About Baby—Tips  
 "Through the doxy with two-year-old."  
**1:15** **9** Cameracade—Film Shorts  
**1:30** **2** Linkletter's House Party  
**4** Beulah Donohue—Women  
**9** Learning Brings Adventure  
**2:00** **2** The Big Payoff—Quiz  
**5** **4** Greatest Gift—Serial  
 Eve reveals her feelings to Ned.  
**7** The Doctor Answers—Talk  
**9** Paul Dixon—Music  
**2:15** **5** **4** Golden Windows—Serial  
 Julie is orrested. Leilo Mortin.  
**7** TV Dental Clinic  
**2:30** **2** Bob Crosby—Music  
**5** **4** One Man's Family  
 Cliff robs Jack's piggy bank.

**7 Triple Feature—Drama**

(1) "Going Home." The strange friendship between a governor and his gardener is questioned. Dabbs Greer. (2) "Dream Without a Face." A man dreams of a beautiful girl without seeing her face. Edgar Barrier. (3) "Secand Mrs. Sands." An evil woman becomes the victim of her own plot. Hillary Brooke, John Sutton. (Film)

2:45 **5** **4** **Miss Marlowe—Serial**  
Maggie learns about Kit's illness.

3:00 **2** **Brighter Day—Serial**  
Crystal reveals her fears about Sharky.

**5** **4** **Hawkins Falls—Serial**  
A reporter gives the Hawkins Falls Fair national coverage. Bernadine Flynn.

**9 Commercial**

3:05 **9** **MOVIE—Comedy**  
"Leave It to the Marines." (1951) A Marine recruit discovers that his fiancee has joined the corps to be near him. Sid Melton, Mara Lynn.

3:15 **2** **Secret Storm—Serial**  
**5** **4** **First Love—Serial**

Laurie and McKee meet.

3:30 **2** **On Your Account—Quiz**  
**5** **4** **World of Mr. Sweeney**

3:45 **5** **4** **Modern Romances**  
Lisa's husband is jealous of her absences.

3:55 **7** **News—Ulmer Turner**

4:00 **2** **The Early Show—Drama**

"The Serman of the Gun." Macdonald Carey stars as an ex-gun fighting preacher, who must reconcile the call of religion with violence he must use.

**4** **Gretchen Colnik—Tips**

**5** **Pinky Lee—Kids**

**7** **Pied Piper—Art Fern**

**9** **Bandstand Matinee—Music**

4:15 **4** **Museum Explorers—Exhibits**  
"Alaska and the Eskima of Today."

4:30 **2** **Shopping with Miss Lee**

**5** **4** **Howdy Doody—Puppets**  
Buffalo Bab finds a 25-piece orchestra.

**7** **Time for Uncle Win**

4:55 **2** **Weather—P. J. Hoff**

**9** **News—Les Nichols**

5:00 **2** **Range Rider—Western**

**4** **Foreman Tom—Western**

**5** **Elmer the Elephant—Kids**

**7** **Laffin' Theater—Kids**

"Free Eats." The Little Rascals.

**9** **Bob Atcher Show—Western**

5:30 **2** **Gene Autry—Western**

**5** **Close Up—Music**

**7** **News—Austin Kiplinger**

**9** **Garfield Goose and Friend**

5:45 **4** **News—Bob Kelly**

**7** **Robt. Merriam—Discussion**

5:55 **4** **Weather—Bill Carlsen**

**7** **Weather—Wayne Griffin**

**EVENING**

6:00 **2** **Sports—Bob Elson**

**4** **Sports—Larry Clark**

**5** **Weather—Clint Youle**

**7** **Kukla, Fran and Ollie**

**9** **Curbstone Cut-up—Simon**

6:05 **5** **News—Jack Angell**

6:10 **5** **Sports—Joe Wilson**

6:15 **2** **News—Julian Bentley**

**4** **Tommy Sheridan Trio**

**5** **Dorsey Connors—Travel**

Williamsburg, Va., is on the agenda.

**7** **News—John Daly**

**9** **Sports Final—Vince Lloyd**

6:20 **5** **Alex Dreier—Features**

6:25 **5** **Tony Weitzel—Comments**

6:30 **2** **News—Douglas Edwards**

**5** **4** **Dinah Shore—Music**

**7** **Cavalcade of America**

"The Ship That Shaok the World." The time is the Civil War and the place is the Atlantic Ocean. The ship Merrimac

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threatens to break the blockade of southern ports. A former Swedish Army officer, John Ericsson, saves the Union by building the Monitor, the U.S. Navy's first ironclad warship. Alex Garry. (Film)

**9 News—Spencer Allen**

**6:45 2 Jo Stafford—Music**

Jo sings "Why Should I Cry Over You?" "That's All I Went from You," "It's Delovely" and "Spring Is Here." The Starlighters and Poul Weston's Orchestra provide the musical background.

**5 4 News—John C. Swayze**

**9 Chicagoland Newsreel**

**7:00 2 LIFE WITH FATHER**

"Father and Young Love." Father nearly explodes when son Clarence, Jr., who's almost a man of 17, announces that he has become officially engaged. Leon Ames and Lurene Tuttle portray Father and Mother Day. Clarence, Jr.: Steven Terrell.

**5 4 CIRCUS HIGHLIGHTS**

**SPECIAL** Highlights from the 1955 Ringling Bros. Barnum & Bailey Circus are presented from Madison Square Garden. This telecast is just an experiment. Story on page 20. For details on tonight's show, see below.

7:00 **5 4**

## CIRCUS HIGHLIGHTS OF 1955



**SPECIAL** Cameras come to Madison Square Garden, New York, on the eve of the 85th annual edition of "The Greatest Show on Earth," the Ringling Bros.—

Barnum & Bailey Circus. John Ringling North is the host, John Daly is co-host. They will take viewers on a backstage tour of the circus.

### PROGRAM

**"HOLIDAYS"** A glorious kaleidoscope of colors, costumery and lavish floats.

**"CLOWN ALLEY"** Monkeyshining mirth makers. Behind-the-scenes fun.

**"JUNGLE-BRED TIGERS"** Trevor Bale in a death-defying exhibition of skill and courage.

**"DESPERATELY DARING DEEDS"** A trio of daring aerialists high above the arena. The Great Logano, Spain (Contortionist); Miss Mara, Spain (Trapeze); Canestrelli, Italy (High ladder).

**"CLOWNING CLOWNS"** Whirlwind laugh antics with the sawdust funny-men.

**"ON HONOLULU BAY"** Aerial spectacle featuring Spain's Pinito del Oro and bevy of sultry beauties.

**"BAREBACK BREATHLESS BRAVERY"** Featuring Evy Karoly, the heroic Hungarian horsewoman.

**"MENAGERIE OF FREAKS"**

**"HIGH FLYING QUARTET"** The Palacios of Mexico perform on the high trapeze.

**"UNUS"** The ingenious, incredible, incomparable. The man from Austria who stands on his forefinger.

**"BEAUTIFUL JOSEPHINE BEROSINI"** From Italy. An intrepid high-wire artist.

**"SWISS STRATOSPHERE SENSATION-ALISTS"** The four nerveless Nocks risk life on 70-foot spars.

**"GRAND FINALE"** A procession of 55 elephants, including 20 baby elephants.



**7 REPORT TO THE PEOPLE****9 BISHOP FULTON SHEEN****7:15 7 FOCAL POINT—Shorts****7:30 2 HALLS OF IVY—Comedy**

"Calhoun Gaddy." A southern student of rather advanced age causes a campus uproar when he learns that he's been made a father for the fifth time. Calhoun Gaddy: Jimmy Weldon (emcee, with his puppet, Webster Webfoot, of TV's "Funny Banners"), Dr. & Mrs. Hall; Ronald Colman and Bonita Hume. (Film)

**7 20 QUESTIONS—Quiz****9 MEET CORLISS ARCHER**

When Corliss' friends invade the Archer household, Mr. & Mrs. Archer join the fun.

**8:00 2 MEET MILLIE—Comedy**

Millie and Mama are on an all-out campaign to make Alfred into a Beau Brummel. Elena Verduga, Florence Halop.

**5 4 FIRESIDE THEATER**

Host Gene Raymond co-stars with George Brent and Marilyn Erskine in "It's Easy to

Get Ahead." In a case of office politics, an executive learns that his promotion would serve his boss as a means of ousting another man. Should he string along or ruin his chances for success? Stender: George Brent. Gordon: Gene Raymond. Lucy: Marilyn Erskine.

**7 DANNY THOMAS—Drama**

"Newspaperman Show." Danny prevails on his newspaperman friend, Bill Pearson, to write a column about life at the Williams'. When Pearson finally visits Danny, he gets an unexpected "scoop." Hans Conried, Charles Cantor.

**9 BADGE 714—Jack Webb****8:30 2 RED SKELTON—Comedy****5 4 MARCH OF MEDICINE**

**SPECIAL** "Ten Years After Hiroshima" is, in part, an on-the-spot report on the effect of atomic radiation on the surviving people of this Japanese city, where 100,000 died from the explosion of the first atomic weapon ever used in war. Viewers will see the work of the U.S. Atomic Bomb Casualty Commission, composed of American and Japanese doctors, technicians and assistants. Research laboratories in Boston and Chicago will be the scenes of reports on current work on radiation problems. Shaw replaces Circle Theater for tonight only.

**7 U.S. STEEL HOUR—Drama**

Terry Moore stars in "Scandal at Peppernut." A young teacher's attempt to bring laughter to a straitlaced German community in Wisconsin is thwarted by the jealousy of a girl student.

**Cast**

Caroline Schwendinger .....Terry Moore  
 Martin Muller .....Jack Mullaney  
 Grandma Bauer .....Ruth Gates  
 Heinrich Bauer .....Charles Korvin  
 Fritz Gerhardt .....Theodore Rickel  
 Joe Duester .....Guy Raymond  
 Mrs. Gerhardt (Ella) .....Helen Shields  
 Mrs. Duester (Minnie) .....Barbara Robbins

**9 RACKET SQUAD—Drama**

"Girl in the Mink." Racketeers make use of a fashionable method of cheating furriers. Reed Hadley. (Film)

**TV TONIGHT!****U.S. STEEL HOUR**

produced by  
**THE THEATRE GUILD**



"So they don't think I look like a school-teacher. Well, before I'm through, the children won't be the only ones I'll teach."

**TERRY MOORE**

stars in

*Scandal at Peppernut***8:30** channel **7 13**

**9:00 2 DANGER—Drama**  
 "Season for Murder." Police in a small re-  
 sart town have been alerted to be on the  
 lookout for an escaped murderer, a tall,  
 dark young man. In the corner drugstore  
 a reckless girl flirts with a stranger who  
 exactly answers to the police description.  
 Carroll Baker plays the leading role.

**5 4 TRUTH OR CONSEQUENCES—Jack Bailey**  
**9 LIFE OF RILEY—Comedy**  
 "Up to the Jury." Riley charges into real  
 trouble when he tries to invade a jury  
 which is being held incommunicada.

**9:30 2 SEE IT NOW—Murrow**  
**4 TRIANGLE THEATER—Drama**  
 "Athens." Half-hour feature.  
**5 IT'S A GREAT LIFE—Comedy**  
 "The Matchmakers." The boys feel sorry  
 for lonely Mrs. Margan, now that her  
 daughter has left for New York. Frances  
 Bavier. (Film)

**7 STOP THE MUSIC—Quiz**  
**9 I LED 3 LIVES—Drama**  
**10:00 2 WEATHER AND NEWS**  
**4 WEATHER—Bill Carlsen**  
**5 WEATHER—Clint Youle**  
**7 STUDIO 57—Drama**

"Call from Robert Jest." A divorcee, re-  
 cently refused a cash settlement by her  
 farmer husband, is found murdered.  
 Among the clues is the fact that she was  
 a jigsaw puzzle addict. Caralyn Janes.

**9 MOVIE—Drama**  
 "Next of Kin." (English; 1942) Three  
 German spies arrive on British soil. Nava  
 Pilsbeam, Mervyn Johns.

**10:05 4 WATCH THE WORLD**  
**10:10 5 DORSEY CONNORS—Ideas**  
 Topic: "Have You a Little Octopus Around  
 the House?" Dorsey vacations this week.

**10:15 2 IN TOWN TONIGHT**  
 Barbara Carrall is the guest.

**5 NEWS—Jack Angell**  
**10:20 4 LET'S LOOK AT THE NEWS**  
**10:25 5 SPORTS—Norm Barry**  
**10:30 2 NEWS—John Harrington**  
**4 I LED 3 LIVES—Drama**

Herb Philbrick is handed a courier assign-  
 ment. Richard Carlsan.

**5 CHAMPIONSHIP BOWLING**  
 Lee Jauglard of Detroit is matched against  
 the winner of the tie-breaking match be-  
 tween Bill Welu of St. Louis and Rudy  
 Fassl of Cincinnati.

**7 JOE PALOOKA—Drama**  
 "Big Blow-off." Boxingdam can't produce  
 a challenger fit to fight Joe for his title.  
 Jae Kirkwood, Cathy Downs. (Film)

**10:45 2 KUP'S SHOW—Irv Kupcinet**

**11:00 2 Playhouse—Drama**  
 "His Son." An American flyer returns to  
 Italy to find his son. Alan Furlan.

**5 4 Tonight—Variety**  
 Male models parade in the latest in  
 men's fashions. Guests are jazz pianist  
 Earl "Father" Hines and singer June  
 Valli. (New York)

**7 This Is the Day**  
 "The Rebel Yell Fails at Appamatax."

**11:10 7 Tom Duggan—Comments**

**11:30 2 MOVIE—Comedy**  
 "Old Homestead." (1943) A woman  
 mayor poses as a croak. Anne Jeffreys.

**9 News—Les Nichols**

**11:45 9 Weather—Carl Greyson**

**11:50 9 Ron Terry Show—Music**  
 Ron spins discs and interviews guest cele-  
 brities. Call him at Wh 4-1713.

**12:00 4 News at Midnight**

**5 MOVIE—Western**  
 "The Renegade." Buster Crabbe stars.

**7 MOVIE—Mystery**  
 "Wha Gaez There?" A private gets in-  
 volved in a love affair. Peggy Cummins,  
 Nigel Patrick.

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**LIQUID**





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### Horrors!

Why don't TV stations show new and better horror films? They've been showing the old ones so long we know the plots by heart. It seems to us that some of the fine horror movies of the past—"Frankenstein," "Dracula," or "The Hunchback of Notre Dame"—are ripe for television.—*Donna Artibey, Bob Gannon, Calumet City, Ill.*

### Thinks Norman's Nifty

For my money *This Is the Day*, the new Norman Ross show on WBKB, is fascinating. He does a great job making the past—and the personalities associated with it—come alive. He's obviously learned and well-traveled. At the same time he doesn't put on high-brow airs.—*Leonard Beck, Chicago.*

### Upsetting Report

Please advise where to register a protest over the reported demise of Ray Milland's TV show. Many of my friends are commenting about this. None of them wants the show to leave TV.—*M. Conrick, Chicago.* [You can address your protests to CBS-TV, 1313 N. Vine, Hollywood 28, Cal.—Ed.]

### Misses Don McNeill

Can't anything be done to get Don McNeill and his *Breakfast Club* back on TV? He is a fine, clean entertainer. We feel Don and the talented members of his cast should have an evening show to reach the male audience.—*Mr. and Mrs. Merle Stover, Rensselaer, Ind.* [Don did have a local evening show for a while a few years back. We suggest you forward your comments about *Breakfast Club* to ABC-TV, 20 N. Wacker Dr., Chicago.—Ed.]

## MORNING

- 6:40 **2** Today's Thoughts  
6:45 **2** Farm Daily—Menard  
**5** Everett Mitchell—Talks  
7:00 **2** Morning Show—Jack Paar  
Jose Melis plays "Sweet Georgia Brown" and "Anna." Five minutes of local news at 7:25, 7:55, 8:25, 8:55 A.M.  
**5** **4** Today—Dave Garroway  
A remote brings us events at the circus. Five minutes of local news with Len O' Connor at 7:25, 7:55, 8:25, 8:55 A.M.  
8:00 **7** Chicago Parade—Variety  
9:00 **2** Garry Moore—Variety  
Animal .....Brought by Ivan Sanderson  
Proud papas .....Durward Kirby, Garry  
"Exactly Like You" .....Denise Lor  
"I Can't Stop Loving You" ....Ken Carson  
**5** **4** Ding Dong School-Kids  
**7** Women and the World  
9:30 **2** Arthur Godfrey Time  
**5** **4** Way of the World  
Carolyn befriends a young male student who is in trouble. Sarah Marshall.  
**7** Play House—Kids  
9:45 **5** **4** Sheilah Graham  
Sheilah presents movie news, and guest Ralph Edwards on film.  
**9** Morning Movietime  
10:00 **5** **4** Home—Women's News  
Editor-in-chief Arlene Francis introduces:  
Spring ensembles .....Natalie Core  
Decorating Easter eggs .....Chef Phillip  
Restoring your lawn .....Will Peigelbeck  
Fatalism .....Howard Whitman  
**7** Creative Cookery—Recipes  
Chef Francois Pope makes: kuchen dough, Swedish tea rings, potato patties and coffee cake icing.  
**9** Hi Ladies—Mike Douglas  
Mike Douglas and Jackie Van with songs, chatter, Buddy Black with weather news.  
10:30 **2** Strike It Rich—Quiz  
Helping Hand: singer Joan Weber.  
10:55 **7** News—Ulmer Turner  
**9** News—Steve Fentress  
11:00 **2** Valiant Lady—Serial  
Helen visits Linda again. Flora Campbell.

**④ What's New in the Kitchen**

Guest is Donno Rudness, with dishes from Michigan.

- ⑤ Tennessee Ernie Ford**
- ⑦ Danny O'Neil Show**
- ⑨ The Romper Room—Kids**

11:15 **② Love of Life—Serial**

11:30 **② Search for Tomorrow**

- ⑤ Feather Your Nest—Quiz**

Prize: a semi-modern dining room set.

11:45 **② Guiding Light—Serial**

- ④ Let's Look at the News**

11:55 **⑦ News—Ulmer Turner**

- ⑨ News—Steve Fentress**

**AFTERNOON**

12:00 **② The Inner Flame—Serial**

Amelia insists that Portio's son be sent out of town for duration of the trial.

- ④ Hot Shot Review—Music**
- ⑤ Noontime Comics—Kids**
- ⑦ Happy Pirates—Kids' Fun**
- ⑨ Best of the West—Kids**

12:15 **② Road of Life—Serial**

12:30 **② Welcome Travelers**

- ④ Weather—Bill Carlsen**

**COLOR** The forecast for Milwaukee.

- ⑤ Cartoonland—Ken Bowers**

12:35 **④ Bob Heiss—Interviews**

**COLOR** The "man next door" chats.

12:45 **⑤ Bob & Kay with Doucette**

12:55 **⑦ News—Ulmer Turner**

- ⑨ News—Steve Fentress**

1:00 **② Robert Q. Lewis—Variety**

**COLOR** The gang performs to:

"Dearie" .....Robert Q., Don, Joye P.

"Young and Faalish" .....Earl, Lois

Flying Litvaks .....Cost

- ⑦ Midweek Cooking School**

- ⑨ All About Baby—Tips**

Dr. Robert J. Wirtshafter, a member of the pediatric staff of Woodlawn Hospital, discusses the baby's first 24 hours of life.

1:15 **⑨ Cameracade—Film Shorts**

1:30 **② Linkletter's House Party**

- ④ Beulah Donohue—Women**

Demonstration of commercial classes taught in Milwaukee Public High Schools.

**⑨ Learning Brings Adventure**

2:00 **② The Big Payoff—Quiz**

- ⑤ ④ Greatest Gift—Serial**

Horriet is interviewed for a job by Betty Matthews.

- ⑦ The Doctor Answers—Talk**

- ⑨ Paul Dixon—Music**

2:15 **⑤ ④ Golden Windows—Serial**

Paul comes back to Julie.

- ⑦ TV Dental Clinic**

2:30 **② Bob Crosby—Music**

- ⑤ ④ One Man's Family**

Cloudie and Cliff ask Poul for money for a special present.

- ⑦ Triple Feature—Dramas**

(1) "Ploymates." A little girl tells the vicar about her seven playmates. Notolie Wood. (2) "Looking Through." A mail clerk discovers his gift for handwriting analysis and obtains both fame and a wife. Edgor Barrier. (3) "Housekeeper." A psychiatrist is tired of a practice dealing entirely with neurotics. Albert Dekker.

**DISCOVER HOW THE**

**FBI**

**IS HELPED BY  
TELEVISION  
IN NEXT WEEK'S**



**ON SALE THURSDAY**

- 2:45** **5** **4** **Miss Marlowe—Serial**  
Jim attempts a settlement in Boston.
- 3:00** **2** **Brighter Day—Serial**  
Larry confesses to Rev. Dennis that he hit Ralston. Blair Davies, Del Hughes.
- 5** **4** **Hawkins Falls—Serial**  
Dr. Corey and Mitch Fredericks disagree strongly. Maurice Copeland.
- 9** **MOVIE—Mystery**  
"Wife of General Ling." (English; 1938)  
A British agent seeks a Chinese bandit's source of arms. Griffith Jones.
- 3:15** **2** **Secret Storm—Serial**  
**5** **4** **First Love—Serial**  
Zach and Tony come face-to-face at Petey's funeral. Peter Cookson.
- 3:30** **2** **On Your Account—Quiz**  
**5** **4** **World of Mr. Sweeney**
- 3:45** **5** **4** **Modern Romances**  
Lisa discovers her German bay friend trying to open her husband's briefcase.
- 3:55** **7** **News—Ulmer Turner**
- 4:00** **2** **The Early Show—Drama**  
"European Edition." Jean-Pierre Aumont stars as a rising European news editor whose career and family life are threatened by a mysterious woman. (Film)
- 4** **Your Library Story**  
"The Lost Fiddle," is featured.
- 5** **Pinky Lee—Kids**
- 7** **Pied Piper—Art Hern**
- 9** **Bandstand Matinee—Music**
- 4:15** **4** **Let's Experiment—Science**  
Donn Brozier presents a study of jets.
- 4:30** **2** **Shopping with Miss Lee**

## TONIGHT

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## TOMORROW MORNING

... find skin dryness gone, and your dry skin worries banished as long as you use **LANOLIN PLUS** Liquid regularly. \$1 plus tax wherever cosmetics are sold.

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**LIQUID**



- 5** **4** **Howdy Doody—Puppets**  
Clarabell is so excited about the presents that he gives to Howdy, Mr. Nick and Chief Thunderhud that he falls into a big pie. Bab Smith.
- 7** **Time for Uncle Win**
- 4:55** **2** **Weather—P. J. Hoff**  
**9** **News—Les Nichols**
- 5:00** **2** **Range Rider—Western**  
**4** **Foreman Tom—Western**  
**5** **Elmer the Elephant—Kids**  
**7** **Laffin' Theater—Kids**  
"Free Wheeling." Little Roscols.
- 9** **Bob Atcher Show—Western**
- 5:30** **2** **Gene Autry—Western**  
**5** **Close Up—Music**  
**7** **News—Austin Kiplinger**  
**9** **Garfield Goose and Friend**
- 5:45** **4** **News—Bob Kelly**  
**7** **Robt. Merriam—Discussion**
- 5:55** **4** **Weather—Bill Carlsen**  
**7** **Weather—Wayne Griffin**

## EVENING

- 6:00** **2** **Sports—Bob Elson**  
**4** **Sports—Larry Clark**  
**5** **Weather—Clint Youle**  
**7** **Kukla, Fran and Ollie**  
**9** **Curbstone Cut-up—Simon**
- 6:05** **5** **News—Jack Angell**
- 6:10** **5** **Sports—Joe Wilson**
- 6:15** **2** **News—Julian Bentley**  
**4** **Malones and Marvin—Music**  
**5** **Dorsey Connors—Travel**  
A visit to Lake Cumberland, Ky.
- 7** **News—John Daly**  
**9** **Sports Final—Vince Lloyd**
- 6:20** **5** **Alex Dreier—Features**
- 6:25** **5** **Tony Weitzel—Comments**
- 6:30** **2** **News—Douglas Edwards**  
**5** **4** **Eddie Fisher—Music**  
Eddie introduces songs from his new record album. He sings: "What Is This Thing Called Love?" and a medley of "I Can't Give You Anything But Love," "Let's Fall in Love," "The Girl That I Morry" and "Somebody Loves Me."
- 7** **Disneyland**  
Viewers visit Adventureland and Fantasy-

land to look at sea monsters, real and imaginary. The prehistoric dinosaur is introduced in the sequence from the cartoon feature, "Fantasia," featuring Stravinsky's music, "Rite of Spring." Marine iguanas are shown in scenes filmed at the Galapagos Islands. Walt's arguments for the existence of sea serpents are illustrated with cartoon strips of underwater life as viewed from a diving bell. Guest star Kirk Douglas discusses with Peter Larre preparations for the battle with the giant squid in "20,000 Leagues Under the Sea," in which Douglas and Larre co-star. Douglas sings his song from the film, "Whale of a Tale." Finally Monstro the Whale swims into view from the Disney movie, "Pinocchio," about the little wooden boy. (Repeat)

**9 News—Spencer Allen.**

**6:45 2 Perry Como—Music**

**5 4 News—John C. Swayze**

**9 Chicagoland Newsreel**

**7:00 2 GODFREY AND FRIENDS**

Arthur will ascend the podium and lead the orchestra tonight. His guests include the comedy-instrumentalists, The Vagabonds, and The Dancing Dunhills. Cast members present tonight include: Frank Parker, Marian Marlowe, The McGuire Sisters, Janette Davis, Tany Marvin.

**5 4 I MARRIED JOAN**

"Dented Fender." Trauble is in the offing when Joan thinks she has dented a fender. Jaan Davis, Jim Backus.

**9 WHAT'S THE STORY?-Panel**

**7:30 5 4 MY LITTLE MARGIE**

"Mr. Uranium." Margie sets off a cheerful chain reaction when she accompanies Vern on his search for the well-known millionaire, "Mr. Uranium." Margie: Gale Storm. Vern: Charles Farrell. "Mr. Uranium:" Irving Bacon, veteran Mack Sennett comic. (Film)

**7 STU ERWIN—Comedy**

"Pecan vs. Pistachio." A food contest at the fair sets off a feud between June Erwin and her neighbor, Alice Perry.

**9 EISENHOWER PRESS CONF.**

Will run if film is available.

WHO WILL WIN THE "OSCAR'S"?



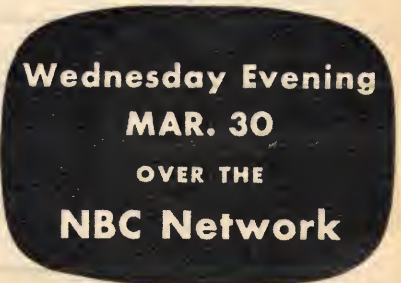
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SPECIAL 1½-HOUR SHOW!



ON TV... AND RADIO!



## 8:00 **2** THE MILLIONAIRE

"The Story of Ken Fawler." A husband and wife feel that at long last they can reveal the secret they've concealed for so long. Reason: they've just been given a million-dollar cashier's check by the secretary to J. Beresford Tipton. Sallie Braphy and Whitfield Connor are seen as the husband and wife. Marvin Miller is the narrator. (Film)

## **5** **4** THEATER—Drama

Once again viewers are treated to a recent Broadway production: "The Southwest Corner," the comedy by John Cecil Holm. An aging widow decides she needs a companion to watch over her in her rural Vermont home. As compensation she offers her property when she dies. A

middle-aged Massachusetts woman accepts the offer, and the old lady appears to be trapped in a way she never expected. Starring in their original roles are Eva Le Gallienne, Parker Fennelly and Enid Markey.

### Cost

Marcio .....Eva Le Gallienne  
Orville .....Parker Fennelly  
Bea .....Enid Markey

## **7** MASQUERADE PARTY

Panel: Buff Cobb, Bobby Sherwood, Ilko Chose, Ogden Nosh, Peter Donald emcees.

## **9** CHICAGO SYMPHONY

Fritz Reiner directs tonight's program.

### Program

Symphony No. 39.....Mozart  
Fourth Symphony .....Schumann

## 9:30 **5** **4** ACADEMY AWARDS

**SPECIAL** The 27th annual awards of the Academy of Motion Picture Arts and Sciences from the Pantages Theater in Hollywood and from the Century Theater in New York. Bob Hope will be the Hollywood master of ceremonies. Time: About 2 hours.

### PROGRAM

**Best Actor Award:** Audrey Hepburn to present "Oscar" to winner chosen among: Humphrey Bogart, Marlon Brando, Bing Crosby, Don O'Herlihy, James Mason.

**Best Actress Award:** William Holden to present "Oscar" to winner chosen among: Dorothy Dandridge, Judy Garland, Audrey Hepburn, Grace Kelly, Jane Wyman.

**Best Supporting Actor:** Donna Reed to present "Oscar" to winner chosen among: Lee J. Cobb, Karl Malden, Edmond O'Brien, Rod Steiger, Tom Tully.

**Best Supporting Actress:** Frank Sinatra to present "Oscar" to winner chosen among: Nina Foch, Katy Jurado, Eva Marie Saint, Jon Sterling, Claire Trevor.

**Best Picture:** Five films nominated are illustrated at right.

**Songs:** Five songs nominated for "Oscar" will be sung by well-known vocalists. They include: "Count Your Blessings," "The High and the Mighty," "Hold My Hand," "The Man Who Got Away," and "Three Coins in the Fountain."

**Film Clips:** Scenes from a number of outstanding pictures of 1954 will be shown.

**Other Awards:** Nominees to present 19 other awards. Honorary awards to be made by Charles Brackett, Academy president.

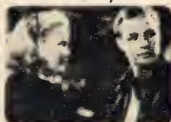
**Credits:** Executive producer, Leon Negulesco, musical director, David Rose; New York producer, Hudson Foussett.



The Caine Mutiny



The Country Girl



On the Waterfront



Seven Brides for Seven Brothers



Three Coins in the Fountain



**8:30** **2** I'VE GOT A SECRET—Panel  
**7** WHO SAID THAT?—Panel

Tonight's panelists: actress Peggy Ann Garner, socialite sportsman Alfred Gwynne Vanderbilt and regulars Bob Considine and June Lockhart. Jahn Daly emcees.

**9:00** **2** BOXING—San Francisco

Willie Pep, Hartford, Conn., vs. Gil Cadilli, Los Angeles, featherweights, 10 rounds. Russ Hodges reports from San Francisco. (Parks Air Force Base)

TV GUIDE RATINGS

	Rating	B	U	L	D	KO's
Pep	Unrated	196	189	6	1	55
Cadilli	Unrated	28	23	3	2	8

Pep, one of the greatest of modern boxers and former featherweight champ, is on the comeback trail. He has won four straight. He knows every trick in the ring and has overwhelming experience and craftiness in this test against his young opponent.

Compiled by Nat Fleischer (*The Ring*)

**5** **4** THIS IS YOUR LIFE

**7** J.A. SPOTLIGHT—Variety

A review with Junior Achievers and other high school students from the Chicagoland area. Songs and pantomimes.

**9** TV SHOWCASE—Drama

"Follow That Cab." Sid Meltan.

**9:30** **5** **4** ACADEMY AWARDS

**SPECIAL** The awards of the Academy of Motion Picture Arts and Sciences Awards are presented in Hollywood and New York, Bab Hape emceeing. Thelma Ritter will emcee the presentations from New York City. The following singers will be featured from Hollywood:

- Dean Martin
  - ....."Three Cains in the Fountain"
  - Johnny Desmond
  - ....."High and The Mighty"
  - Rosemary Clooney
  - ....."Man Wha Got Away"
  - Danny Thomas
  - ....."Count Your Blessings"
  - Tony Martin
  - ....."Hold My Hand"
- Full program on page A-36.

**7** BIG PICTURE—Army Films

**9** LIBERACE—Music

**9:45** **2** RED BARBER'S CORNER

**10:00** **2** NEWS AND WEATHER

**7** DOUBLE DATE—Film Dramas

- (1) "Recluse." A hotel bellhop murders the desk clerk and seeks refuge in an elderly woman's room. Hugh Marlowe.
- (2) "Bean Farm." The life of a quiet family is disrupted when ail is discovered an its property. Otta Weldis.

**9** MOVIE—Drama

"Night Won't Talk." (Chgo. TV Debut)

**10:15** **2** IN TOWN TONIGHT

**10:30** **2** NEWS—John Harrington

**10:45** **2** KUP'S SHOW—Irv Kupcinet

**11:00** **2** KEN NORDINE SHOW

Ken Nordine with a jazz session. Dick Marx is at the piano, with Jahnnny Friga on the bass.

**5** **4** Tonight—Variety

There's a comedy show planned to follow the Academy Awards. Steve Allen, Eydie Garne and Steve Lawrence appear in a sketch. A guest is the rhyming inventor, Ben Belafonte. Tonight will start at conclusion of "Academy Awards" show.

**7** This Is the Day

The "Mystery of Papa Haydn."

**11:10** **7** Tom Duggan—Comments

Tom Duggan with comments and interviews. Call De 2-0423 or De 2-0424.

**11:30** **2** MOVIE—Mystery

"Wanted for Murder." (English; 1946) A Scotland Yard inspector tries to solve a series of murders. Eric Portman.

**9** News—Les Nichols

**11:45** **9** Weather—Carl Greyson

**11:50** **9** Ron Terry Show—Music

Ron chats with guest celebrities and comments on viewers' queries. Wh 4-1713.

**12:00** **4** News at Midnight

**5** MOVIE—Adventure

"Sea Racketeers." (1937) Coast Guards break up a gang of smugglers.

**7** MOVIE—Double Feature

- (1) "The Tunnel." Two young boys share a summer's day adventure in an old railroad tunnel. Dickie Leroy.
- (2) "Child in the House." A young mather withdraws from life. Frances Dee.

## MORNING

- 6:40** **2** **Today's Thoughts**
- 6:45** **2** **Farm Daily—Menard**  
**5** **Everett Mitchell—Talks**
- 7:00** **2** **Morning Show—Jack Paar**  
 Jose Melis plays "Strange Music," "I Love You" and "Temptation." Jack Paar is our host. Five minutes of local news at 7:25, 7:55, 8:25, 8:55 A.M.  
**5** **4** **Today—Dave Garroway**  
 There's a film resume of the annual "Oscar" awards which took place last night. Perennial emcee George Jessel is here to talk to Dave Garroway about his book "This Way, Miss." Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.
- 8:00** **7** **Chicago Parade—Variety**  
 Chuck Bill and the Prairie Ramblers.
- 9:00** **2** **Garry Moore—Variety**  
 Jazz at the PTA meeting .....Cast 'Can't You Just See Yourself?' .....Denise Lor, Ken Carson  
 "How Important Can It Be?" .....Denise  
**5** **4** **Ding Dong School-Kids**  
**7** **Women and the World**  
 Ruth Crowley with news for women.
- 9:30** **2** **Arthur Godfrey Time**  
**5** **4** **Way of the World**  
 Carolyn's generosity toward Tony is misunderstood. Tom Tryon.  
**7** **Play House—Kids**  
 Angel Casey with fun and stories.
- 9:45** **5** **4** **Sheilah Graham**  
 Continuing the "This Is Your Life" story of Ralph Edwards. (Film) News of the film colony.
- 10:00** **5** **4** **Home—Women's News**  
 Old time ice cream parlor  
 ....Bob Beach & wife of Westport, Conn.  
 Flower and vegetable gardens  
 .....Will Peigelbeck  
 Favorite recipe .....Singer Regina Resnik  
 Sorrow and suffering ....Howard Whitman  
**7** **Creative Cookery—Recipes**  
 Chef Pope's menu includes: cinnamon butter cakes, butter cinnamon icing and lamb stew.

## 9 Hi Ladies—Mike Douglas

Mike Douglas and Jackie Van with songs and chatter, Buddy Black with weather.

- 10:30** **2** **Strike It Rich—Quiz**
- 10:55** **7** **News—Ulmer Turner**  
**9** **News—Steve Fentress**
- 11:00** **2** **Valiant Lady—Serial**  
 Fern makes a final attempt to gain Mickey's affection. James Kirkwood.  
**4** **What's New in the Kitchen**  
 Mrs. Lianne Duony presents her specialties.  
**5** **Tennessee Ernie Ford**  
**7** **Danny O'Neil Show**  
**9** **The Romper Room—Kids**  
 Miss Rosemary with fun and games.
- 11:15** **2** **Love of Life—Serial**
- 11:30** **2** **Search for Tomorrow**  
**5** **Feather Your Nest—Quiz**  
 Prize: a semi-modern bedroom set.
- 11:45** **2** **Guiding Light—Serial**  
**4** **Let's Look at the News**
- 11:55** **7** **News—Ulmer Turner**  
**9** **News—Steve Fentress**

## AFTERNOON

- 12:00** **2** **The Inner Flame—Serial**  
 Dorie asks Walter to meet her.  
**4** **Hot Shot Review—Music**  
 Joe Shott and his Hot Shots.  
**5** **Noontime Comics—Kids**  
 Johnny Coons with fun for kids.  
**7** **Happy Pirates—Kids' Fun**  
**9** **Best of the West—Kids**  
 Bob Atcher with western songs.
- 12:15** **2** **Road of Life—Serial**
- 12:30** **2** **Welcome Travelers**  
 Host Tommy Bartlett, assisted by Bob Cunningham, interviews people passing through Chicago.  
**4** **Weather—Bill Carlsen**  
**COLOR** Bill Carlsen reports.  
**5** **Cartoonland—Ken Bowers**
- 12:35** **4** **Bob Heiss—Interviews**  
**COLOR** Bob Heiss talks with interesting personalities.

- 12:45 **5** Bob & Kay with Doucette  
 12:55 **7** News—Ulmer Turner  
**9** News—Steve Fantress  
 1:00 **2** Robert Q. Lewis—Variety  
**COLOR** Songs and features include:  
 "Doodlesack Song" .....Chordettes  
 "Danger, Heartbreak Ahead"  
 .....Jaye P. Morgan  
 "Be Kind to Your Parents" .....Cast  
**7** Tom Duggan—Variety  
 Tom presents music and variety with  
 Janie Johnson and Don Jacoby.  
**9** All About Baby—Tips  
 "Baby's First Sunbath" is Ruth Crowley's  
 topic for today. (Chicago)  
 1:15 **9** Cameracade—Film Shorts  
 1:30 **2** Linkletter's House Party  
**4** Beulah Donohue—Women  
 "Any Woman Can Be a Good Driver," by  
 Frank Burany, champion racing driver.  
**9** Learning Brings Adventure  
 2:00 **2** The Big Payoff—Quiz  
**5** **4** Greatest Gift—Serial  
 Harold Matthews comes to Ridgton.  
**7** The Doctor Answers—Talk  
**9** Paul Dixon—Music  
 2:15 **5** **4** Golden Windows—Serial  
 Paul tells Julie that he loves her.  
**7** TV Dental Clinic  
 Dr. Mort Neimark with a patient-model.  
 2:30 **2** Bob Crosby—Music  
**5** **4** One Man's Family  
 Four members of the Barbour family or-  
 der flowers for Fanny.  
**7** Triple Feature—Drama  
 (1) "Party Line." A comedy about a hypo-  
 chondriac millionaire who finds love  
 through a party line. Walter McGrail.  
 (2) "No Children, No Dogs." A school-  
 teacher is taught a few things about love  
 and life during a housing shortage. Irene  
 Vernon. (3) "Winter Love." A man's re-  
 latives wait for him to die. Art Smith.  
 2:45 **5** **4** Miss Marlowe—Serial  
 Barbara causes an ugly scene.  
 3:00 **2** Brighter Day—Serial  
 Rev. Dennis realizes he must tell Larry's  
 story to the police.

- 5** **4** Hawkins Falls—Serial  
 Andy Anderson is convinced he is psychic.  
 Bernadine Flynn stars as Lorna.  
**9** MOVIE—Comedy  
 "Chump at Oxford." (1940) A couple of  
 street cleaners invade Oxford. Stan Lau-  
 rel and Oliver Hardy.  
 3:15 **2** Secret Storm—Serial  
**5** **4** First Love—Serial  
 McKee checks Tony's story.  
 3:30 **2** On Your Account—Quiz  
**5** **4** World of Mr. Sweeney  
 Charles Ruggles stars as Cicero Sweeney.  
 3:45 **5** **4** Modern Romances  
 Kurt makes an admission to Lisa and  
 swears her to secrecy.  
 3:55 **7** News—Ulmer Turner  
 4:00 **2** The Early Show—Drama  
 "Emergency." Richard Conte and Randy  
 Stuart star in this story of an escaped  
 convict who must choose between his  
 freedom and the life of a little girl.  
**4** Gretchen Colnik—Tips  
**5** Pinky Lee—Kids  
 Pinky is assisted by Barbara Luke and  
 Jimmy Brown. (Hollywood)  
**7** Pied Piper—Art Hern  
 Art Hern, as the Pied Piper, spins tales  
 of foreign lands and olden times.  
**9** Bandstand Matinee—Music  
 4:15 **4** Little Amateurs—Talent  
 4:30 **2** Shopping with Miss Lee  
**5** **4** Howdy Doody—Puppets  
 A blizzard prevents Buffalo Bob from  
 getting musical notes through to Doody-  
 ville. Happy Talk must get them!  
**7** Time for Uncle Win  
 4:55 **2** Weather—P. J. Hoff  
**9** News—Les Nichols  
 5:00 **2** Range Rider—Western  
**4** Foreman Tom—Western  
**5** Elmer the Elephant—Kids  
**7** Laffin' Theater—Kids  
 "Fish Hookey." Little Rascals.  
**9** Bob Atcher Show—Western  
 5:30 **2** Gene Autry—Western  
**5** Close Up—Music

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**CELESTE HOLM**, Academy Award winner of "Gentlemen's Agreement," and star of Broadway's "Oklahoma," is topping the current show in the Empire Room of the Palmer House. Featured with her is comedian Jonathan Winters, the Empire Eight dancers and Charlie Fisk and his orchestra.—Adv.

- 7** News—Austin Kiplinger
- 9** Garfield Goose and Friend
- 5:45** **4** News—Bob Kelly
- 7** Robert Merriam-Discussion
- 5:55** **4** Weather—Bill Carlsen
- 7** Weather—Wayne Griffin

## EVENING

- 6:00** **2** Sports—Bob Elson
- 4** Sports—Larry Clark
- 5** Weather—Clint Youle
- 7** Kukla, Fran and Ollie
- 9** Curbstone Cut-up—Simon
- 6:05** **5** News—Jack Angell
- 6:10** **5** Sports—Joe Wilson
- 6:15** **2** News—Julian Bentley
- 4** Tommy Sheridan Trio
- 5** Dorsey Connors—Travel

The Italian Riviera is Dorsey's topic.

- 7** News—John Daly
- 9** Sports Final—Vince Lloyd
- 6:20** **5** Alex Dreier—Features
- 6:25** **5** Tony Weitzel—Comments
- 6:30** **2** News—Douglas Edwards
- 5** **4** Dinah Shore—Music

**COLOR** Dinah, the Skylarks and Harry Zimmerman's Orchestra offer moments in music. (New York)

- 7** Lone Ranger—Western
- "The Tao Perfect Signature." The Lone Ranger and Tonta are pitted against an unscrupulous lawyer and his aide in a battle over a series of forged documents.
- 9** News—Spencer Allen
- 6:45** **2** Jane Froman Show—Music
- Jane and the group sing famous songs written by non-professional song writers. Peter Birch and dancers also perform.

- 5** **4** News—John C. Swayze
- 9** Chicagoland Newsreel
- 7:00** **2** RAY MILLAND SHOW

"Paet and Peggy." A poet visits Camstack College on a lecture and becomes romantically interested in Peggy McNulty. Ray Milland and Phyllis Avery play the McNultys and John Suttan is seen as the poet.

**5 4 GROUCHO MARX—Quiz**

Contestants vie for cash prizes.

**7 YOUR DREAM HOUSE**

**9 TV SHOWCASE—Drama**

"Come Be My Victim. A detective solves the case of a man who escaped from Alcatraz. Hugh Beaumont, Edward Brophy are featured.

**7:30 2 CLIMAX!—Drama**

Rory Calhoun stars in "Champion," adapted from the Ring Lardner story by Rod Serling. The famous story deals with a boxer whose rise to fame has been at the expense of friends and associates. Through flashbacks we see how Midge Kelly rose from the Chicago slums to a world championship. (Hollywood)

**Cast**

Midge Kelly .....Rory Calhoun  
 Emma Hersch .....Geraldine Brooks  
 Bunca Kelly .....Wallace Ford  
 Cannie Kelly .....Tammy Caak  
 Tommy Haley .....Wally Brown  
 Lou Hersch .....Louis Charles  
 Grace Harris .....Peggy Maley

**5 4 JUSTICE—Legal Cases**

"Fearful Hour." An aging actress, trying to make a screen comeback, is dismayed to discover that she lacks the money for clothes and fancy surroundings. Soon after she issues a bad check to cover expenses, she needs the help of Jason Tyler. Tyler is played by Gary Merrill. Case is based on one from the files of the Legal Aid Society. How was this program idea sold to a sponsor? Read "How to Sell a TV Program," on page 18.

**7 TREASURY MEN IN ACTION**

"The Case of the Black Sheep." The son of a sugar distributor becomes interested in a gangster's moll and so becomes involved with a gang dealing in illicit liquor. Walter Greaza, Christopher Dark, Carolyn Jones, John Doucette. (Film)

**9 CROWN THEATER—Drama**

"Hands." Gloria Swanson sets the stage for a gripping story about an unusual domestic situation which resolves into near-tragedy. (Film)

# "CLIMAX!"

THURSDAY NIGHT, MARCH 31  
 7:30—8:30 p.m. C.S.T.  
 CHANNEL 2

## "Champion"



### RORY CALHOUN

as Midge Kelly in Ring Lardner's  
 epic story of a boxing champion.

Co-starring

GERALDINE BROOKS

RAY COLLINS

WALLACE FORD

your host BILL LUNDIGAN

Presented by

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## 8:00 **5** **4** DRAGNET—Jack Webb

A thief has been robbing all the liquor stores in the area. Friday and Smith conduct routine investigations but the rabberies ga an. (Film)

### Cast

Ofc. Frank Smith ..... Ben Alexander  
 Capt. Danahoe ..... Walter Sande  
 Arthur Lunsford ..... Bert Holland  
 Leonard Qualey ..... Herb Vigran

## **7** STAR TONIGHT—Drama

"Death of a Stranger," adapted from the ironic drama written by the English poet of World War I, Rupert Brooke. An obviously rich stranger spends the night with a poor Tennessee hill family. The daughter decides to kill him in order to rob him.

## **9** INTO THE NIGHT

"Circle of Fire." The story of an atom scientist and an espionage ring. Herb Golden, Glaria Powers. (Film)

## 8:30 **2** FOUR STAR PLAYHOUSE

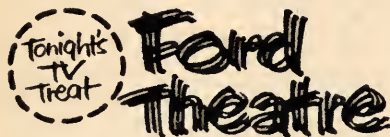
Dick Powell stars in "Girl on the Bridge." An artist searches for the beautiful girl he sketched during a chance meeting.

### Cast

Andrew Ward ..... Dick Powell  
 Lisa ..... Calene Gray  
 Prof. Tennant ..... Alexander Campbell  
 Bukav ..... Larry Dobkin  
 Nat Wolf ..... Hugh Sanders

## **5** **4** FORD THEATRE—Drama

Cecil Kellaway and Elsa Lanchester star in "Hanrahan." Leprechauns play an important part in the lives and loves of four



CECIL KELLAWAY

ELSA LANCHESTER

**HANRAHAN**

WNBQ • Ch **5** • 8:30 P.M.

people. In a remote way they even help snare a reluctant bridegroom. (Film)

### Cast

Timothy Hanrahan ..... Cecil Kellaway  
 Rosie Bowker ..... Elsa Lanchester  
 Joe Newbury ..... Arthur Franz  
 Kitty ..... Kathryn Grant  
 Planter O'Toole ..... Richard Deacon

## **7** POND'S THEATRE—Drama

Dale Wosserman's comedy, "The Forger," is about a writer of successful comedies who longs to write tragedies. His cunning plan: forge a tragedy "by Shakespeare," and get that produced! Kurt Kasznar and his wife, Leora Dana, co-star in the roles of Gerold and his wife, Vee. Play adapted from a story by Edward Hyoms.

## **9** SHERLOCK HOLMES

"Case of the Perfect Husband." Lestrade and Holmes cannot believe that a woman is in danger of murder by her "perfect" husband. Ronald Howard. (Film)

## 9:00 **2** PUBLIC DEFENDER—Drama

"Time to Kill." A fear-ridden man goes to great lengths to elude the police. Although he proclaims his innocence, the authorities feel he is guilty of first-degree murder. The public defender takes his case. Public defender: Reed Hadley. Featured are: Whit Bissell, Lauiise Lewis, Dorothy Patrick, Virginia Christine and Carol Nugent. (Film)

## **5** **4** VIDEO THEATER—Drama

"My Name is Julia Rass." A girl takes a job as secretary to a wealthy British dawager. She doesn't realize that she will soon be invalved in a diabolical plot. Nina Fach and Dame May Whitty starred in the 1945 matian picture. James Masan is hast.

## **9** YOUR INCOME TAX—Tips

## 9:15 **9** CAMERA CARAVAN—Shorts

## 9:30 **2** NAME THAT TUNE—Quiz

Bill Cullen emcees while Vickie Mills sings the "guess tunes," and Harry Salter's Orchestra provides the music. This is the final show of the series.

## **7** FAMOUS PLAYHOUSE

"Adventures in Ivory." A big-game hunt-

er is commissioned to find the killers of a fellow hunter. Ken Carlton. (Film) Barbara Austin sings, Nick Bianchi interviews Phil Marko of the Odd Fellows Executive Committee.

**9 BOSTON BLACKIE—Drama**

Blackie believes that a man's fall from a moving roller coaster was murder, and sets out to prove his theory. Kent Taylor, Lois Collier, Frank Orth. (Film)

**10:00 2 NEWS AND WEATHER**

**4 WEATHER—Bill Carlsen**

**5 WEATHER—Clint Youle**

**7 THE VISITOR—Drama**

"The Inquisitor." The story of the inner struggle of an official of the Communist government in Czechoslovakia. Whit Bissell, Ann Burr. (Film)

**9 MOVIE—Drama**

"Glomorous Nights." (1937) A prime minister uses the king's love for a gypsy as a pretext to overthrow the king. Mary Ellis, Otto Kruger.

**10:05 4 PLAYHOUSE 15—Drama**

**10:10 5 DORSEY CONNORS—Ideas**

"An Easter Bannet Contest."

**10:15 2 IN TOWN TONIGHT**

**5 NEWS—Jack Angell**

**10:20 4 LET'S LOOK AT THE NEWS**

**10:25 5 SPORTS—Norm Barry**

**10:30 2 NEWS—John Harrington**

**4 MR. DISTRICT ATTORNEY**

David Brian, as Mr. D.A., scours the city for a sailor infected with smallpox.

**5 CURTAIN CALL—Drama**

"Nobody's Fool." The shrewdest man in the valley has but one vulnerable spot—his love for his teen-age daughter. Thomas Mitchell, Rosemary DeCamp. (Film)

**7 THE BIG FIGHT—Sport**

Ezzard Charles, the Cincinnati Cobra, battles Jersey Joe Walcott for the heavy-weight championship. (Film)

**10:45 2 KUP'S SHOW—Irv Kupcinet**

**11:00 2 Mahalia Jackson Show**

A great gospel singer, Mahalia sings her religious songs, accompanied by Ralph

Jones, organist. A vocal group is featured this evening.

**5 4 Tonight—Variety**

Steve Allen's guest list includes genial toastmaster George Jessel and song-writer Mack Gordon. Regulars include Gene Rayburn and Skitch Henderson, plus the show's singers.

**7 This Is the Day**

"Knut Rockne, Notre Dame's legendary figure" is Narman Ross' topic.

**11:10 7 Tom Duggan—Comments**

Tom chats with visiting celebrities and guests, answers questions called by viewers and discusses events in the news. Call De 2-0423 or De 2-0424.

**11:30 2 MOVIE—Drama**

"Sword of D'Artognon." (1953) The son of one of the Three Musketeers sets out to avenge his king. Robert Clarke.

**9 News—Les Nichols**

Late roundup of the news of the day.

**11:45 9 Weather—Carl Greyson**

The forecast for tonight and tomorrow.

**12:00 4 News at Midnight**

**5 MOVIE—Drama**

"Man in Black." (English) A wealthy man simulates death. Valentine Dyall, Betty Ann Davis.

**7 MOVIE—Mystery**

"Craw Hollow." (English; 1952) A woman begins to suspect that someone is trying to kill her. Donald Houston, Natasha Parry, Nora Nicholson.

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# FRIDAY

## MORNING

- 6:40** (2) **Today's Thoughts**  
**6:45** (2) **Farm Daily—Menard**  
 (5) **Everett Mitchell—Talks**  
**7:00** (2) **Morning Show—Jack Paar**  
*Five minutes of local news at 7:25, 7:55, 8:25, 8:55 A.M.*  
 (5) (4) **Today—Dave Garroway**  
*The opening of the Jamaica Race Track, N.Y. Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.*  
**8:00** (7) **Chicago Parade—Variety**  
**9:00** (2) **Garry Moore—Variety**  
 (5) (4) **Ding Dong School-Kids**  
*Dr. Frances Horwich conducts the classes.*  
 (7) **Women and the World**  
**9:30** (5) (4) **Way of the World**  
*Carolyn's dilemma is solved.*  
 (7) **Play House—Kids**  
**9:45** (5) (4) **Sheilah Graham**  
*Last chapter in the films of Ralph Edwards. Hollywood news and chatter.*  
**10:00** (5) (4) **Home—Women's News**  
*Editor-in-chief Arlene Francis introduces:*  
 God in the Atomic Age ..Howard Whitman  
 Cookery .....Kit Kinne  
 Washington news .....Esther Tufty  
 The bride wore cotton .....Natalie Core  
 (7) **Creative Cookery—Recipes**  
*Chef Francois Pope's varied dishes include: shrimp salad, tomato poinsettias, Swiss mushroom-asparagus omelet.*  
 (9) **Hi Ladies—Mike Douglas**  
*Mike Douglas is singer-emcee, Jackie Van with "Hollywood Chatter," Buddy Black with late weather predictions.*  
**10:30** (2) **Strike It Rich—Quiz**  
**10:55** (7) **News—Ulmer Turner**  
 (9) **News—Steve Fentress**  
**11:00** (2) **Valiant Lady—Serial**  
*Chris picks up Helen and Bonny.*  
 (4) **What's New in the Kitchen**  
*Preparing sea food casseroles.*  
 (5) **Tennessee Ernie Ford**  
 (7) **Danny O'Neil Show**  
 (9) **The Romper Room—Kids**  
**11:15** (2) **Love of Life—Serial**



- 11:30 **2** Search for Tomorrow
- 5** Feather Your Nest—Quiz  
The prize is a modern dining room.
- 11:45 **2** Guiding Light—Serial
- 4** Let's Look at the News
- 11:55 **7** News—Ulmer Turner
- 9** News—Steve Fentress

**AFTERNOON**

- 12:00 **2** The Inner Flame—Serial  
Lt. Mitchell follows Darie.
- 4** Hot Shot Review—Music
- 5** Noontime Comics—Kids
- 7** Happy Pirates—Kids' Fun
- 9** Best of the West—Kids
- 12:15 **2** Road of Life—Serial
- 12:30 **2** Welcome Travelers
- 4** Weather—Bill Carlsen
- COLOR** Bill Carlsen with a forecast.
- 5** Cartoonland—Ken Bowers
- 12:35 **4** Bob Heiss—Interviews
- COLOR** The "mon next door."
- 12:45 **5** Bob & Kay with Doucette
- 12:55 **7** News—Ulmer Turner
- 9** News—Steve Fentress
- 1:00 **2** Robert Q. Lewis—Variety
- COLOR** Songs and features include:  
"Scotch Sword Dance" .....Don Liberto  
"Younger Than Springtime" .....Lois Hunt  
Double Talk .....Al Kelly  
"Musicians" .....Cast
- 7** Tom Duggan—Variety
- 9** All About Baby—Tips  
Ruth Crawley offers a "Variety of Tricks and Tips to Make Mother's Life Easier."
- 1:15 **9** Cameracade—Film Shorts
- 1:30 **2** Linkletter's House Party
- 4** Beulah Donohue—Women  
"Peace Time Uses of Atomic Energy."
- 9** Learning Brings Adventure
- 2:00 **2** The Big Payoff—Quiz
- 5** **4** Greatest Gift—Serial  
Ned tricks Eve into going with him. Greatest Gift will be seen at a new time next week.
- 7** The Doctor Answers—Talk
- 9** Paul Dixon—Music
- 2:15 **5** **4** Golden Windows—Serial  
Julie visits Corl. Final episode.

- 7** TV Dental Clinic
- 2:30 **2** Bob Crosby—Music
- 5** **4** One Man's Family  
Mother Barbour receives same unexpected gifts. This is the final show in the series.
- 7** Triple Feature—Drama  
(1) "Letter from Home." A disturbed infantry captain in Korea awaits ward from home. Cesar Ramera. (2) "Return of Von Sickle." A man is pleased with all his family—except his son-in-law, Cliff Arquette. (3) "The Iran Mask." The man who wears the iran mask is a friend of the poor. Carl Esmond.
- 2:45 **5** **4** Miss Marlowe—Serial  
Mike comes to Boston with news. This is the final appearance on the show of Louise Allbritton and Chris White.
- 3:00 **2** Brighter Day—Serial  
Crystal is shocked by Larry's story.
- 5** **4** Hawkins Falls—Serial  
Andy Anderson unfolds his plan.
- 9** MOVIE—Comedy  
"Blackheads." (1938) Ston conks out during World War 1, and awakens 20 years later. Stan Laurel, Oliver Hardy.
- 3:15 **2** Secret Storm—Serial
- 5** **4** First Love—Serial  
McKee comes to arrest the man he believes to be Petey's murderer. This is Val Dufaur's final appearance in the role of Zach.
- 3:30 **2** On Your Account—Quiz
- 5** **4** World of Mr. Sweeney
- 3:45 **5** **4** Modern Romances  
A skirmish results when Lisa, her husband and Kurt come face to face. Martha Scott.
- 3:55 **7** News—Ulmer Turner
- 4:00 **2** The Early Show—Drama  
"I Hate Money." Kennedy assumes the disguise of a tramp to discover why the heir to a half million dollars prefers to live in a shack. Donald Woods.
- 4** Sky King—Adventure  
"Destruction from the Sky." King aids in the search for a saboteur. Kirby Grant.
- 5** Pinky Lee—Kids
- 7** Pied Piper—Art Fern
- 9** Bandstand Matinee—Music
- 4:30 **2** Shopping with Miss Lee

- 5** **4** Howdy Doody-Puppets  
**7** Time for Uncle Win  
**4:55** **2** Weather—P.J. Hoff  
**9** News—Les Nichols  
**5:00** **2** Range Rider—Western  
**4** Foreman Tom—Western  
**5** Elmer the Elephant—Kids  
**7** Laffin' Theater—Kids  
 "Beginner's Luck." Little Rascals.  
**9** Bob Acher Show—Western  
**5:30** **2** Gene Autry—Western  
**5** Close Up—Music  
**7** News—Austin Kiplinger  
**9** Garfield Goose and Friend  
**5:45** **4** News—Bob Kelly  
**7** Robt. Merriam—Discussion  
**5:55** **4** Weather—Bill Carlsen  
**7** Weather—Wayne Griffin

## EVENING

- 6:00** **2** Sports—Bob Elson  
**4** Sports—Larry Clark  
**5** Weather—Clint Youle  
**7** Kukla, Fran and Ollie  
**9** Curbstone Cut-up—Simon  
**6:05** **5** News—Jack Angell  
**6:10** **5** Sports—Joe Wilson  
**6:15** **2** News—Julian Bentley  
**4** Malones and Marvin—Music  
**5** Dorsey Connors—Travel  
 Armchair tourists visit Daor County.  
**7** News—John Daly  
**9** Sports Final—Vince Lloyd  
**6:20** **5** Alex Dreier—Features  
**6:25** **5** Tony Weitzel—Comments  
**6:30** **2** News—Douglas Edwards

- 5** **4** Eddie Fisher—Music  
 Eddie anticipates the advent of April showers with: "Fella with an Umbrella," "Come Rain or Come Shine," "Pennies from Heaven" and "Starmy Weather."  
**7** Rin Tin Tin—Adventure  
 "The Magic Box." A news reporter who is writing a story on the Apache peace treaty, lets Rusty take some pictures with his camera. The phatas turn out ta be both valuable and dangerous. (Film)  
 "Crammed with actian," says our reviewer. See story an page 13.  
**9** News—Spencer Allen  
**6:45** **2** Perry Como—Music  
**5** **4** News—John C. Swayze  
**9** Chicagoland Newsreel  
**7:00** **2** MAMA—Comedy-Drama  
 "Aunt Trina and the Silver Screen." The talent scout for a dramatic schaal signs Ingeborg far a series of lessons. Peggy Wood, Patty McCarmack, Alice Frast.  
**5** **4** RED BUTTONS—Comedy  
 The hectic life of Red Buttans, husband and, incidentally, TV comedian, has another session of ups and dawns. Phyllis Kirk, Jae Silver.  
**7** OZZIE AND HARRIET  
 "The Pajama Game." Ozzie and Tharny plan an early-morning fishing trip. Dan DeFare plays Tharny.  
**9** TV SHOWCASE—Drama  
 "The Missing Witness." The mayor, together with a scientific investigatar, set out to prove that the police cammissioner is croaked. Richard Travis.  
**7:30** **2** TOPPER—Comedy  
 "Tapper's Dauble Life." Gearge Kerby tries to win some haming pigeons and causes a scandal in the Topper abade: Gearge signs Topper's name to the entry blank. Lea G. Carroll plays the haunted Tapper and Anne Jeffreys and Rabert Sterling are seen as the Kerbys. (Film)  
**4** BIG STORY—Drama  
 Reporter Sid Hughes, Las Angeles Examiner, seeks the killer of a ballet dancer.  
**5** WALT'S WORKSHOP—Crafts  
**7** RAY BOLGER SHOW  
 We ga back ta 1915 ta witness the woo-

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ing of Virginio Randolph by Roy's father. Virginio's father is opposed to show people in general and to Roy, Sr., in particular. Roy dances to "Pretty Baby" and "Row, Row Row." Lois Collier, Will Wright, Hal Peary. (Film)

**9 INNER SANCTUM—Drama**

"Tomorrow Never Comes." How a boxcar becomes a coffin. Warren Stevens. (Film)

**8:00 2 PLAYHOUSE OF STARS**

In "Tourists—Overnight," Barboro Hole stars as the niece and traveling companion of a wealthy lady. One day they stop at a "tourist home" only to find themselves trapped by criminals. Norma Vorden, Donald Murphy, Frances Bavier, Percy Helton. (Film)

**4 LIBERACE SHOW—Music**

**5 BIG STORY—Drama**

"The Case of the Frightened Fugitive." Reporter Jack Hardin, of the Huntington, (W. Va.) Advertiser, enlists the aid of the sister of an escaped convict in order to track down the fugitive.

**7 DOLLAR A SECOND—Game**

**9 THEATER DATE—Drama**

"Flesh and Leather." A man is hired to collect a pay-off on a fixed fight, but he collects on murder! Hugh Beaumont.

**8:30 2 OUR MISS BROOKS**

In order to earn a bit more money, Miss Brooks takes a job at a hot-dog stand evenings. She gets a shock when she meets her boss. Eve Arden. (Film) Gale Gordon has also played footsteps and police sirens. See page 5.

**5 4 DEAR PHOEBE—Comedy**

"Fire the Boss." The employees of the newspaper file with the publisher a list of over 200 complaints against editor Fosdick. Peter Lawford.

**7 THE VISE—Film Drama**

"The Fome and the Fury." A model decides to leave the talented but poor painter who loves her, because he won't turn his hand to more commercial work. She plans to marry a jeweler. Patrick Holt, Sandro Dorne, David Horne.

**9 THE WORLD IS YOURS**

A travelog on Paris. Maurice Copeland.

**9:00 2 LINE-UP—Police Drama**

"The Ann Brennizer Case." Police arrive on the scene of a safe robbery and find a strange sign on the door. They also find the body of critically injured Ann Brennizer and try to get some kind of clue from her. Tom Tully, Warner Anderson, Marshall Reed. (Film)

**5 4 BOXING—Syracuse**

Chico Vejar, Stamford, Conn., vs. Billy Groham, New York City, welterweights, 10 rounds. Jimmy Powers.

**TV GUIDE RATINGS**

	Rating	Bouts	W	L	D	KO's
Vejar	Unrated	64	59	4	1	31
Groham	Unrated	125	102	14	9	26

In their last meeting, a few weeks ago, Vejar won a split decision. Groham attributes his defeat to "ring rust" and is sure he will defeat Vejar tonight. Vejar has stated: "There will be no question about tonight's bout. I will win clearly."

Compiled by Not Fleischer (The Ring)

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Dinner Show 8:30  
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## 7 STORIES OF THE CENTURY

"Frank and Jesse James." The vengeful James brothers wage a retaliative war against the law for the death of their half-brather, Jim Davis, Mary Castle.

## 9 CHANCE OF A LIFETIME

### 9:30 2 PERSON TO PERSON

In the part of gracious host is actor Marlan Brando. He welcomes Ed Murrow to his home atop the Hollywood hills. He'll also show off his seashell and book collections and his observatory, from which he can see the Pacific, almost all of Los Angeles and the Sierra Nevadas. Branda is in Hollywood filming "Guys and Dolls." Ed's second visit is to the Haverford, Pa., home of Clarence Pickett, Quaker leader and director of the American Friends Service Committee.

## 7 MR. DISTRICT ATTORNEY

David Brian, as Mr. D.A., scours the city for a sailor infected with smallpox.

## 9 DOWN YOU GO—Quiz

A permanent panel has been assembled. Its members: Jean Kerr, playwright and wife of drama critic Walter Kerr, British actress Patricia Cutts, book-club editor Basil Davenport and Chicago writer Francis Caughlin. Bergen Evans emcees.

### 9:45 4 JUNGLE MACABRE—Adven.

## 5 JAN MURRAY SHOW

Jan emcees with the Novelites, singer-instrumentalists, vocalist Tina Louise and pianist Fletcher Peck.

### 10:00 2 NEWS AND WEATHER

## 4 WEATHER—Bill Carlsen

TONIGHT!

## HOWARD MILLER SHOW

Fun! Music! Guests!

11-12 P.M.

WBBM—TV Channel 2



**HOUSEHOLD FINANCE**

—Corporation—

## 5 WEATHER—Clint Youle

## 7 COURTESY HOUR—Variety

Jim Maran emcees an hour of "country-style" music and dancing in the Old Red Barn. Guests invited. Write WBBM.

## 9 MOVIE—Drama

"Secret Command." (1944) A foreign correspondent asks his brother for a job in a shipyard. Pat O'Brien.

### 10:05 4 CALL THE PLAY—Mel Allen

### 10:10 5 DORSEY CONNORS—Ideas

"Easter Table Decorations."

### 10:15 2 IN TOWN TONIGHT

## 5 NEWS—Jack Angell

### 10:20 4 LET'S LOOK AT THE NEWS

### 10:25 5 SPORTS—Norm Barry

### 10:30 2 NEWS—Harrington

## 4 ELLERY QUEEN—Mystery

## 5 TO BE ANNOUNCED

### 10:45 2 KUP'S SHOW—Irv Kupcinet

### 11:00 2 The Howard Miller Show

Dee-jay Howard Miller presents a host of entertaining features, including interviews with top recording stars and stage, screen and TV personalities.

## 5 4 Tonight—Variety

Steve's guests are singer Karen Chandler and Coleman Hawkins.

## 7 This Is the Day

Narman Ross talks about "Hans Christian Andersen—Denmark's Ugly Duckling."

### 11:10 7 Tom Duggan—Comments

Tam chats with visiting celebrities and interesting guests. Call De 2-0423, De 2-0424.

### 11:30 9 News—Les Nichols

### 11:45 9 Weather—Carl Greyson

### 11:50 9 Ted Travers Show—Music

### 12:00 4 News at Midnight

## 5 MOVIE—Drama

"A Man Betrayed." (1937) A young missionary develops into a first-class fighter. Eddie Nugent, Kay Hughes.

## 7 Audition—Talent Show

### 12:05 4 MOVIE—Mystery

"Terror by Night." Sherlock Holmes guards a diamond. Basil Rathbone.

Stations reserve the right to make last-minute changes.

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## REVIEWS



Buddies: Lee Aaker and Rin Tin Tin.

## Rin Tin Tin

PROGRAM OF THE WEEK

The *Rin Tin Tin* telefilm series is crammed with the action, gun-play and chase scenes of pre-musical-cowpoke Westerns. It makes fine viewing for kids and nostalgic viewing for grown-ups.

Rinty, portrayed by several handsome German shepherds, is cast as the pet of Lee Aaker. An appealing youngster, Lee plays an orphan adopted by an Army cavalry unit in Indian-fighting days. Rinty and Lee tangle with Indians, rustlers, dastardly miners and other varieties of villain.

James Brown is fine as Lee's guardian, and Joe Sawyer adds humor as a sergeant.

## The Millionaire

A so-called dramatic series describing how the outright gift of \$1,000,000 affects the lives of its recipients, *The Millionaire* might generate a lot of pleasant daydreams. Otherwise, the show is little better than an unimaginative nighttime soap opera.

Aside from a phony basic premise—a rich old recluse doles out a million bucks each week to someone he has never met—the writers fabricate completely unconvincing story lines. One impoverished widow, for example, returns the money intact, fearing her fiance's reaction to her wealth. Another, widow of a famous actor, uses her cash to star her movie ac-



William Forrest and Jean Willes in show.

tress daughter—old family tradition, y'know.

The show's fictional benefactor is one John Beresford Tipton. All the audience ever sees of him is the back of his head or his hands manipulating a set of chessmen. (Get the symbol? His money gives him the power to play with lives.)

Marvin Miller, as Tipton's secretary who contacts each lucky recipient, is the only actor seen regularly. He handles his role well, as do most of the others. But . . . ! —R.S.

## FINE TUNING



By Ollie Crawford

“Casey at the Bat” presented as TV opera. Casey is really striking out in a new direction.

This is the first opera that relied so much on swing music.

For this opera they needed somebody who could play baseball and sing—sort of a Stan Musical. It was the first opera you couldn't enjoy without a scorecard. They did everything except get Phil Rigoletto to play shortstop.

The orchestra even caught the baseball spirit, because one guy was playing first bass.

The next big exhibit at Coopers-

town probably will be Abner Doubleday's pinwheel coffin. Baseball fans couldn't understand all the excitement over a guy who hit four high notes and a pop foul. Half the crowd was yelling, “Bravo” and the rest were yelling, “Kill the umpire!” Casey even took an encore—which made four strikes.

This should do well at the Met, which has a diamond horseshoe.

All Casey at the baton needed was a broadcast by the Red Barber of Seville.

Critics liked the libretto and said the opera had a fine score. The score was 4 to 2, to be exact.



◀ Miss Myerson: 'Miss America, 1945.'

TV, Bess was proficient as a classical flutist and high-brow pianist, and there's not much a girl can do with either of these skills.

"I used to think about acting," she says, "but when you're 5-feet-10 in your stocking feet, *whom* are you going to act with?"

The word "whom" comes naturally to Bess, who earned a Bachelor of Arts degree in music from New York's Hunter College (class of '45) before she won the "Miss America" contest in Atlantic City. More enterprising than her crown might suggest, she's one of the few beauty-contest winners who didn't fade right back into oblivion.

Her career began as a whim. An eager photographer entered the Bronx-born beauty in the "Miss America" contest. Bess found she had a lot of explaining to do to friends who didn't view such activity as par for college seniors.

On winning the title of "Miss New York City," she was introduced to the late Mayor La Guardia, who sent all reporters out of the room, demanded to know, "What is a girl like you doing in a thing like this?" **continued**

## The 'Miss America' Everybody Knows

TV Has Taken Bess Myerson  
From Bathing Suits To Mink

Put together a striking amount of beauty and more than a dash of charm, and you have Bess Myerson—the girl who parlayed both into a TV career. Other girls can sing, dance, emote or dangle from their lacquered toes; but until

Miss Myerson: lady in mink, 1955. ▶



## She's Still A Girl With Acting In Mind

In those days the Atlantic City pageant was not noted primarily as a hotbed of talent. Bess' year (1945) was the first in which the ability to perform was important and the cheesecake aspects of the competition were de-emphasized. At stake was a \$5,000 scholarship.

No virtuoso at the keyboard, the young Myerson, in addition to four years as flutist in her college orchestra, had supported herself at Hunter by teaching piano. While most contestants were prepared to deliver such epics as "The Charge of the Light Brigade," Bess stunned everyone with excerpts from the Grieg Piano Concerto; and with her classical dimensions of 36-26-36. (Still the same.)

While Bess has fondest memories of her reign as queen of all womankind

(well, American, anyway), she was half-relieved, half-crestfallen when "the whole exhausting, ego-inflating merry-go-round stopped. One year and then—whamo!"

Back in The Bronx, she began asking herself, "What can happen after this?" Among the better things that *did* happen were marriage to Allan Wayne; a daughter, Barbara (now 7½); a job on a local television station for \$25 a week doing what she calls, "a cut-rate *Breakfast Club*," and, finally, big-time TV.

She did study music for a time at Columbia University, using part of her "Miss America" scholarship money. But marriage, TV and education didn't mix. Then she and Lenore Miller, a college friend, put together a chit-chat show. The outcome was an introduction to Walt Framer, who, as



Bess at home:  
Barbara will not  
seek title—yet!





Bess at work: she and Randy Merriman show a *Big Payoff* mink to contestants.

usual, had a giveaway in mind, *The Big Payoff*.

Though Bess has reservations about giveaways, she likes this one because "It's a happy time. People out for mink coats and trips to Europe aren't ever desperate. Maybe a little greedy, but no one *needs* the prizes."

Since becoming "femcee" (a word manager Martin Goodman first coined for another charm-girl, Arlene Francis), Bess has gone on to even better things than mink coats. She's become a panelist—itinerant and permanent—on almost as many shows as the record-holding Meadows sisters, and a pitch girl on three major networks. Her earnings have increased considerably: last year, \$125,000.

Last summer, nine years after she had won her title, Bess covered the "Miss America" pageant on TV. She won a number of fans, as well as a sponsor, when she counseled the new winner to "Go ahead and cry. After what you've been through, it's the best thing for you."

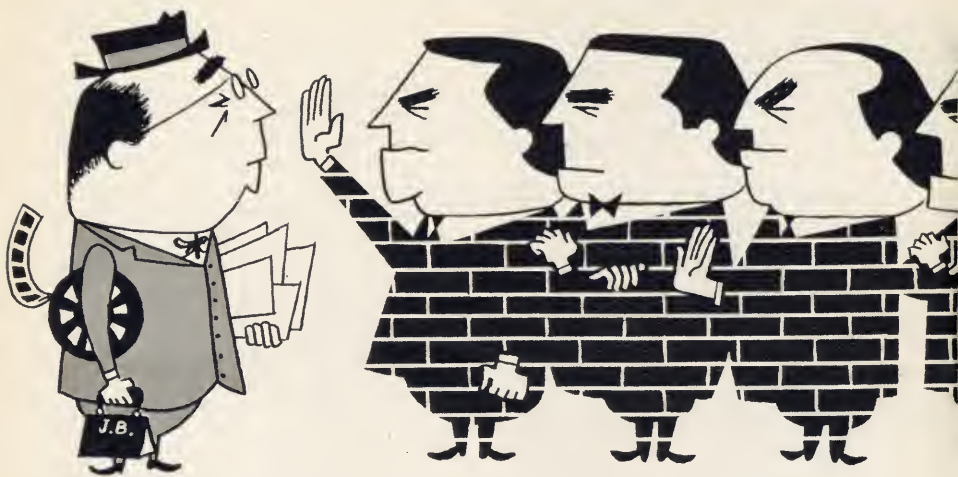
At the urging of her manager, Bess has gone back to serious study of the piano. She hadn't done much with it since she played in Carnegie Hall, an event goodnaturedly panned by the critics. "They warned me they would pan me," Bess recalled. "They felt that looking good in a bathing suit was no reason for me to suppose I could team up with the New York Philharmonic."

Her manager views her musical ability as an entrance to nighttime TV—not as pitch girl, but as performer. Bess is also studying dramatics, but still hasn't solved the problem of *whom* she's going to act with. Manager Goodman is out scouting handsome leading men—over six feet tall.

Any candidates?



Hi-fi bugs: Allan Wayne records wife Bess' voice in their New York home.



## How To Sell A TV Program

RULE NO. 1: DON'T GET DISCOURAGED!

Ever have a brand new idea for a TV show that you're certain is better than most shows now on the air? And have you ever wondered how you could sell such a program to an interested sponsor or network?

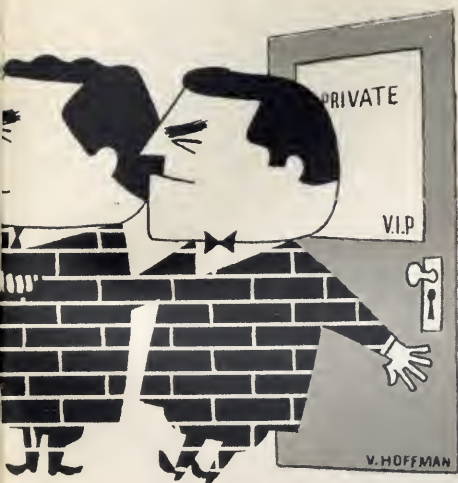
The answer is all too simple. It's hard to get anyone in television even to *listen* to you. And selling? Well, you do have more of a chance than you would of becoming President.

It's been done, of course. John Rust, former executive of U.S. Steel, created the *Justice* show and succeeded in getting it on the air. But such instances are few. To learn just what an outsider must do to sell a program idea, TV GUIDE button-holed the top programming executive of a major network and representatives of two successful independent producing firms. All of them agreed: it's

not impossible, but it sure is tough.

Best bet is to get your program idea produced first on a local station. As a spokesman for one of the top independent package firms says: "A guy living in New Orleans has a far better chance of getting his show on a New Orleans station than he has of selling it to CBS in New York." Once produced, the show is one step closer to a national network or sponsor.

If you'd still like to try selling your idea directly to a network or national sponsor, you must first request a release form to sign and mail in with your idea. The release is a standard document that absolves the producer of all claims of plagiarism or theft in the event a program similar to yours is telecast in the future. Even though it is impossible under the law to copyright an idea that exists only on



same holds true for such independent production firms as Goodson-Todman and Talent Associates.

But every once in a while a newcomer does score. Let's go back and see how Rust succeeded with the *Justice* show.

When he first thought of a show based on the files of the National Legal Aid Society, he obtained the necessary rights from Legal Aid. He then arranged with ABC to co-produce the show as part of the *ABC Album* series two summers ago. As the show was telecast, ABC kinescoped it. But even armed with the show on film, Rust could not sell it.

Rust eventually got together with Al Levy, head of Talent Associates. Levy thought the idea was great and set out to sell it as a series. He failed. Finally he learned that Borden's was planning to cancel *T-Men in Action* on NBC. He submitted the *Justice* film as a possible replacement. The show was finally accepted. Now Talent Associates is co-producer of the program with Rust, who receives a royalty each week, plus a certain percentage of the profits.

Levy pointed out that Rust was far from an outsider; in his work with U.S. Steel he had met a number of top network executives. This helped him get the show produced originally on *ABC Album*. Moreover, *Album* itself was a TV rarity. There has been no subsequent anthology program that enables an outsider to obtain a kinescope of his idea.

Levy added that if Talent Associates liked a submitted idea, a writer might be assigned to develop it. Then, if the script looked good, his firm would have the show kinescoped.

And, Levy summarized, despite the difficulties involved in selling a program idea, it's all well worth the effort. "If you succeed in getting your show on the air and it becomes a big hit, the rewards are tremendous."

paper, networks and producers are constantly irritated by viewers who complain some show was *their* idea.

Or, if you are the sort that doesn't get discouraged easily, and have \$15,000 or \$20,000 lying around loose, you could hire some actors, get some sets, rent a studio and whip up a pilot film or audition kinescope. It's often easier to sell an idea if you have some film to show. If it doesn't sell—well, you can always run it off on your home movie projector for your friends.

Why is it so difficult for an outsider to break into TV? Chiefly because the medium has become so competitive, and program costs have zoomed so high, that program executives cannot afford to gamble on ideas created by people with no previous experience.

Moreover, production firms have their own ideas to sell. Since the networks earn their profits not only by selling program time to sponsors but also by creating and producing shows for the sponsors, they naturally will pitch their own programs rather than those created by outsiders. And the



# The Greatest Show On Earth

ON THE BIGGEST STAGE IN THE WORLD

The Greatest Show on Earth will be presented on the world's biggest stage—coast-to-coast TV—Tuesday night, when NBC televises the Ringling Brothers, Barnum & Bailey Circus in an hour-long program from Madison Square Garden, New York.

If elaborate plans prove workable, the TV cameras will transport home audiences inside a wild-animal cage and up among the trapeze artists.

Only about 30 minutes will be devoted to acts performed under the

Garden's simulated Big Top. For the rest, you'll be taken backstage to see how a circus is put together and to learn what to watch for when you attend in person.

Twelve live TV cameras are to be stationed at various vantage points in the Garden. Several will go into "Clown Alley" to demonstrate how the clowns live, how they apply their elaborate make-up and how they prepare for their routines in the ring.

One camera will be *continued*



# Recognize her?

You don't really know this woman. But the chances are *you know and admire someone very much like her.* A woman serenely poised and sure of herself under any circumstances.

The reason is simple. She refuses to be put into a position where *avoidable personal problems might bother her.* For example: she long ago discarded external sanitary protection on two counts . . . odor and chafing. She realizes that those two hazards simply do not exist with Tampax.

For Tampax is worn internally. It eliminates belts, pins, pads. It is particularly advantageous when you're away from home. Disposal is simple. (Even the applicator is disposable.) Month's supply can be carried in the purse. And of course you don't have to remove the Tampax when you're taking your shower or tub.

Join the millions of women who are using Tampax sanitary protection regularly. Choice of 3 absorbencies (Regular, Super, Junior) at drug or notion counters. Tampax Incorporated, Palmer, Mass.



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The Circus/*continued*

hoisted to the top of the Garden for that trapeze-artist's view. The producers aren't foolhardy enough, of course, to station a cameraman inside the wild-animal cage, but the cameras will be right outside the cage, their lenses poking through the bars.

Ringling Brothers president John Ringling North will serve as co-emcee, sharing honors with John Daly. (The show will *not* be titled, *What's My Lion.*)

In addition to the live portions of the show, there will be a number of film sequences especially prepared for the telecast at the circus' winter headquarters in Sarasota, Florida.

The program will mark the first circus telecast since the late 1940's. In those pioneer TV days, the circus management permitted New York stations to televise the entire performance. Subsequently, however, North banned all telecasts, because TV pickups of fights and other sports events from the Garden seemed to be cutting into gate receipts, and because the 10- and 12-inch screens then in general use failed to do justice to the circus' elaborate costumes and acts.

Later still, when Hollywood's Cecil B. DeMille produced his feature film, "The Greatest Show on Earth," his contract with Ringling Brothers specifically prohibited competitive live circus telecasts.

DeMille has okayed this week's one-shot performance, and North, too, has given it his full blessing. For one thing, most of today's TV sets have larger screens. And North now feels that TV helps, rather than hurts at the box office.

This week's Garden telecast is an experiment. If it boosts the circus' gate receipts, the Greatest Show on Earth will do an encore on the world's greatest stage next year.

**HOLLYWOOD**Dan Jenkins reports:

Warner Bros. reportedly is ready to sell its stockpile of old pictures to ABC. Deal being worked out is to have Warners re-shoot the films as hour-long shows, and to have ABC televise them in a prime time period, complete with blue-chip sponsors . . . MARY PICKFORD will produce TV films if successful in her current bid to buy the Goldwyn Studios here.

\* \* \*

DONALD O'CONNOR is being dropped by Texaco in August, with JIMMY DURANTE taking over on a weekly basis thereafter. There is still a possibility, however, that BOB HOPE may be signed to alternate with DURANTE . . . EDDIE MAYEHOFF will take a third fling at a TV series, this time producing and filming it himself.

\* \* \*

Betting here is that, come next season, Disneyland will have pushed ARTHUR GODFREY into a new time spot--one some miles removed from the powerhouse DISNEY competition . . . It was a real, red-hot mutual admiration society when GEORGE GOBEL and NANETTE FABRAY met for the first time in the Brown Derby here recently.

\* \* \*

MACDONALD CAREY will star in a Mr. and Mrs. Blandings TV film series on a major network starting in the fall . . . Network lawyers are cracking down: no more TV satires on movies. Too many lawsuits . . . Pilot of the new Buckley series, starring REGINALD GARDINER, features DOROTHY LAMOUR in her TV film debut.

\* \* \*

JACK CARSON has been getting orchids for his two excellent U.S. Steel Hour dramatic roles, ragweed for his own comedy show. . . . PRED CLARK may get the father role in CBS' Henry Aldrich film series . . . Agent's idea for a new show: a situation tragedy for JUDITH ANDERSON. High class soap opera.

\* \* \*

Although he doesn't talk much about it, SID CAESAR's business investments over the past five years have put him in a position of never having to work again if he doesn't want to. Except that, with a man like CAESAR, working is living.

\* \* \*

HAL ROACH, JR., just 36, has bought the Hal Roach Studios--lock, stock and picture properties--from his father. He also has consolidated all his TV properties (My Little Margie, Public Defender, Passport to Danger, etc.) into a new company, Hal Roach Enterprises, and plans to build two more soundstages.

\* \* \*

JAMES ARNESS gets the lead for the new CBS film series, Gunsmoke . . . Ex-President HARRY TRUMAN will be ED MURROW's guest on Person to Person in May . . . RAY BOLGER set for an I Love Lucy episode . . . DINAH SHORE pulled 500,000 pieces of mail with just two brief announcements in a giveaway stunt.



# "TONIGHT..."

... and every night, you can learn what time my NBC-TV clam-bake is seen in your town and what our special feature will be, by referring to those informative program listings in TV GUIDE," reminds Steve Allen. "And just between you and me and Max Liebman, I find myself consulting TV GUIDE to determine when I'm supposed to appear in my next 'Spectacular' or whatever opus the network has cooked up for me. Seriously, I don't see how you can get the most out of television without TV GUIDE around the house. And it sure makes sense to me to enjoy the convenience and saving possible when you subscribe."



America's Television Magazine...



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